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AUSTRALIAN AUTOMOBILE DEALERS ASSOCIATION
2008 AADA NATIONAL DEALER CONVENTION
AUGUST 28-31, 2008, ROYAL PINES RESORT
GOLD COAST, QLD, AUSTRALIA

EXPOSED

The Secret To Achieving Industry Best Practice



workshop1

TIM DEESE

AADA INTERNATIONAL GUEST SPEAKER

Eliminating Over-aged Inventory and Concentrating on Net Profit Rather than Write Down

Still the US's youngest-ever self-made dealer, Tim Deese started his automotive career in 1971, selling used cars on an independent dealer's dirt lot.

Tim quickly progressed, becoming sales manager for a Dodge dealer in his home town. Within two years he increased the store's sales productivity from 30 new and used to over 125 units.

In 1975 he became the general manager of a Buick dealership in Atlanta. In 1977 he purchased the direct competitor Dodge store he first managed at the age of 28, without financial help of family or friends. That made him the youngest self-made dealer in the States - a record that remains intact.

Tim later sold his two dealerships and opened Progressive Basics, his country's first and only exclusive Used Car Managers Training company. Twenty five years later Tim has had, (as he puts it), "the honor of having been trained by more than 40,000 managers in 28 countries around the world".

Tim Deese was one of the three top rated speakers at the 1987 and 1990 NADA conventions. He moderated a panel of dealers at the 1994 NADA convention and conducted three workshops at the 1996 NADA, where he was in the top ten rated speakers.

His uniquely simplistic approach to today's complex problems has helped dealers of every size to improve their Used Car departments where it counts the most - the bottom line.

