

# Audit Awareness & Appeal Seminar



## WARRANTY MATTERS

WILL BE PRESENTING A ONE-OF-A-KIND AUDIT SEMINAR IN YOUR AREA!

THE ONE-DAY SEMINAR WILL COVER:

**MEET DAVID HENSON**— David is a nationally-known warranty compliance expert, trainer and author with over 36 year's experience in warranty administration. He is the president of Warranty Matters and has written many copyrighted manuals and guides defining warranty compliance, audits and fixed operation management. As well, he has assisted dealers through numerous corporate-level audits, appeals and termination proceedings. He is also an on-call expert for the National Association of Dealer Counsel and has served as an outsourced auditor for 4 high-line manufacturers.

*What Triggers an Audit?  
The Two-Headed Monster  
Avoiding the Iceman  
So, You're Going to be Audited Anyway?  
Pre-Audit Checklist  
What You Can Expect—The Opening Meeting  
Different Audit Types  
The Audit Process  
Chargeback Categories  
Reacting to the "F" Word  
The Closing Meeting  
It's Finally Over—Or is it?  
Post-Audit Procedures  
The Appeal Process  
Appeal Strategy*

### ***THIS SEMINAR IS STRUCTURED FOR ALL VEHICLE LINES:***

Dealer Principals  
Service Managers  
Advanced Warranty Administrators  
Corporate Comptrollers  
Dealer Attorneys

**SORRY, NO MEDIA OR FACTORY PERSONNEL ALLOWED**

### ***COST:***

**\$349.00 per attendee (see back for payment details)**

Includes all training materials, continental breakfast and lunch (lodging, other meals and travel not included)

### ***WHEN:***

**Friday, March 25, 2011**—9:00 a.m. until 4:00 p.m.

Continental breakfast available from 8:30 a.m. until 9:00 a.m.

### ***WHERE:***

**Holiday Inn Metairie New Orleans Airport  
2261 North Causeway Blvd.  
Metairie, Louisiana 70001**

There are various area hotels that may provide lodging accommodations to fit your needs. We recommend [www.hotels.com](http://www.hotels.com) to search hotels and pricing.

### ***WHAT:***

This one-of-a-kind seminar is being presented by one of the most highly-respected professionals in the industry. David Henson has more than 36 year's experience with warranty administration and audit proceedings and will address issues that offer dealers a unique insight into the inner workings of corporate warranty audits. Learn how to avoid, prepare for and appeal a corporate-level warranty audit. This seminar is formatted for all North American vehicle lines, whether domestic or import.

**How to avoid, prepare for and appeal a warranty audit  
What the factory doesn't want you to know!**

*You do not want to miss this unique  
Audit Awareness & Appeal Seminar*

*Presented in an interactive format and  
addressing audits of all types and all  
manufacturers, you will learn the tips and  
tricks that can literally save your dealership  
tens of thousands of dollars in a corporate  
warranty audit!*

*For more information, visit us on-line at  
[www.warrantymatters.com](http://www.warrantymatters.com), or contact us at  
901.377.6975.*

## *Audit Awareness & Appeal Registration Form*

First Attendee: \_\_\_\_\_  
Title: \_\_\_\_\_  
Dealership Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City/State/Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Fax: \_\_\_\_\_  
Email: \_\_\_\_\_

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Friday, March 25, 2011

**Holiday Inn Metairie New Orleans Airport**

Second Attendee: \_\_\_\_\_  
Title: \_\_\_\_\_  
Dealership Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City/State/Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Fax: \_\_\_\_\_  
Email: \_\_\_\_\_

*Audit Awareness & Appeal Seminar*

Friday, March 25, 2011

**Holiday Inn Metairie New Orleans Airport**

Third Attendee: \_\_\_\_\_  
Title: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Fax: \_\_\_\_\_  
Email: \_\_\_\_\_

*Audit Awareness & Appeal Seminar*

Friday, March 25, 2011

**Holiday Inn Metairie New Orleans Airport**

Fourth Attendee: \_\_\_\_\_  
Title: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Fax: \_\_\_\_\_  
Email: \_\_\_\_\_

*Audit Awareness & Appeal Seminar*

Friday, March 25, 2011

**Holiday Inn Metairie New Orleans Airport**

**Registration Information:** Fax the completed Registration Form to Warranty Matters at 901-386-4000.

Price: **\$349 per attendee**. Pricing includes all training materials, continental breakfast and lunch (lodging, other meals and travel not included).

Registration fee must be paid prior to attendance and can be pre-paid by mailing to Warranty Matters, 9110 Valkrie Lane, Suite 100, Lakeland, TN 38002. Checks should be made payable to Warranty Matters.

Please notify Warranty Matters immediately if a substitute student will attend in place of a registered participant. To insure the most beneficial learning experience, class-size will be limited. Class attendance will be based on a first-come, first-served basis. A participant who fails to show up on their scheduled date will be billed for the full tuition fee. Sorry, but no refunds for "no shows." **Attendees must receive a confirmation to insure seating.**

If you would like more information, please contact Warranty Matters directly at 901-377-6975.