



## PRESS RELEASE

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### **MARK WALSH INTERNATIONAL EXECUTIVE DIRECTOR TO SPEAK AT 2007 NADA CONVENTION**

*Walsh to present workshop at event attended by more than 25,000 Automotive Industry Leaders*

SYDNEY, AUSTRALIA (1 December, 2006) – Mark Walsh International, the leader in global automotive sales education and coaching, is pleased to announce that Executive Director Mark A. Walsh will present at the 90th annual NADA Convention. Under the theme of “Voice of the Dealer... Taking on the Future,” the convention will bring together more than 25,000 industry professionals and 600+ leading product and service providers from all over the world. They will discuss strategies, voice opinions and take part in shaping the solution for the future. The event will be held on February 3-7 at the Las Vegas Convention Center in Las Vegas, NV.

Mr. Walsh will present the workshop on multiple occasions throughout the convention. He will speak on the subject of “Vehicle Sales,” with the session topic of “Stop the bleeding! A Surefire Formula for Survival in Today’s Market.” According to Walsh, “Reality will be defined in a way that it stares you in the face. There won’t be any revelations, only sobering realizations on exactly what it takes to be successful in this dog-eat-dog business – day in and day out.”

Commenting on Walsh’s participation, Justin LeVrier, Marketing Director USA, said: “Mark Walsh International is pleased to address this distinguished group of Automotive leaders and demonstrate our commitment to the industry. Mark was the first international speaker ever afforded the honor of being invited to present a workshop at an NADA Convention. We’ve spoken at over 290 Manufacturer Meetings, Industry Associations and ‘Twenty Groups’ in thirty-seven countries. To date we have trained over three hundred thousand Dealers, Managers and Salespeople worldwide.”

LeVrier continued, “As an Australian based company, the United States has been a real bright spot for Mark Walsh International in recent years. At 186 percent growth last year, demand for the company’s products and services in the United States increased faster than any other world region.”

#### **ABOUT MARK A. WALSH**

Mark A. Walsh is the Executive Director of Mark Walsh International, the global leader in Automotive Sales Management Education, Sales Consultant Training and Consultancy. Executive Director since the company’s founding in 1994, Walsh continues to focus on strategic planning and targeted performance improvement, which provides hands on services that enable customers to take their businesses from success to significance. An true ‘car guy,’ Walsh authors the majority of the materials and procedures that comprise Mark Walsh International services.

#### **ABOUT THE 2007 NADA CONVENTION**

This year’s convention is themed “Voice of the Dealer... Taking on the Future.” The NADA Convention is a the gathering place for the Who’s Who of the auto industry, it is where attendees participate in discussions, voice their opinions and take part in shaping the solutions. The industry continually faces challenges whether it be consumer, government or manufacturer issues and this “automotive industry event of the year” is the place where everyone can join together to lead the way to a prosperous future. The program will be held at the Las Vegas Convention Center in Las Vegas, NV, on February 3-7, 2007. For more information about the 90th annual NADA Convention, please visit [www.nada.org/convention/](http://www.nada.org/convention/)

#### **ABOUT MARK WALSH INTERNATIONAL**

Mark Walsh International is the global leader in Automotive Sales Management Education, Sales Consultant training and consultancy. The company was founded in 1994 and currently provides products and services to automotive manufacturers, dealerships and associations in thirty-seven countries. Mark Walsh International has been billed by its international peers as one of the industry’s elite sales training and motivational companies. Mark Walsh International techniques have trained over three hundred thousand dealers, managers and salespeople worldwide. For over 12 years, Mark Walsh International’s systematic 141® approach has helped to develop decisive advantages leading to resounding success stories.

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