

# Vehicle Service Contract Sales Summit

Austin, TX June 23–25, 2010

**Compliant AND Profitable – you can be BOTH!**

## First Annual Vehicle Service Contract Sales Summit

**June 23 – 25, 2010**

**Radisson Hotel - Austin, TX**

### Why you should attend...

This is the first conference in this industry specifically geared towards VSC Sales Organizations. The primary goal of the conference is for VSC Resellers to learn ways to be more profitable, while also becoming more compliant in marketing, sales and operations. The secondary goal is to provide prospective entrants into the industry the complete package of partners in one place to get started.

### Who should attend...

- Principals & Owners of VSC Call Centers
- Operations, Sales and Marketing Managers of VSC Resellers
- VSC Administrators
- VSC Underwriters
- Consultants to VSC Resellers
- VSC Financing Companies
- Technology Providers to VSC Industry
- Marketing Providers to VSC Industry



**GREENSPOON MARDER, P.A.**  
ATTORNEYS AT LAW

Your job is to make money and offer high-quality services to your customers. **Greenspoon Marder** is nationally known for efficiently helping companies like yours do exactly that. **Robby Birnbaum**, a partner at the firm, represents highly regulated businesses that market and sell Vehicle Service Contracts. Mr. Birnbaum's firm pioneered this industry, and today, he helps dozens of clients stay profitable. Birnbaum aggressively helps his clients handle telephone sales requirements and is no-nonsense, when it comes to proactively keeping your business compliant and the regulators away. Birnbaum leads a staff of highly trained regulatory attorneys and paralegals that focus on your industry. They are not general practitioners. All aspects of direct-mail advertising, automated messaging, licensing, state and FTC matters, outbound and inbound calls, contracts with suppliers, and credit-select marketing techniques are handled. Every client is handled on a priority basis. The strongest, pro-business relationships with state and federal regulators are what you need. Get to know us, and let us impress you and earn your trust. Robby Birnbaum can be reached at [Robby.Birnbaum@gmlaw.com](mailto:Robby.Birnbaum@gmlaw.com) and toll free at 1-888-491-1120.

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- Law Firms serving the VSC Industry
- Prospective Entrants into the Industry

**We are also proud to announce the selection of our Moderator, Mr. Bill Rosenbach of the industry leading consulting firm, Wrose Enterprises, LLC**



Bill Rosenbach brings 25+ years of experience in the service contract and automotive industries. With experience in Executive positions at Call Centers, Insurers and Administrators, Mr. Rosenbach is recognized by industry leaders as an industry expert. Mr. Rosenbach specializes in the set up and improvement of call centers, including all related aspects. Bill Rosenbach can be reached at [Williamrosenbach@msn.com](mailto:Williamrosenbach@msn.com) or 816-479-2742.

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### **Top 5 Reasons you can't afford to miss this event...**

5. To confirm that your compliance efforts are sufficient to protect you from unexpected surprises, such as seizure of your company and personal assets
4. You will have the opportunity to learn effective sales strategies and the "don'ts" of sales as you are being secretly shopped by government enforcement agencies
3. In the aftermath of Robodialing, you will have the opportunity to find effective Marketing Channels and partners
2. The Texas Attorney General's office will speak at the conference
1. **Because it beats the daily grind of the office!**



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