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Today's Inspiring Women Archives Available
April 30th 2015: Boosting Sales

Looking to grow your business? Learn how one 110 year old company grew their business by 39%. Our first guest this week is Alison Spitzer who is the VP of Operations, for the Spitzer Automotive Group. In 2009 the auto industry hit an all time low, this maverick implemented new marketing strategies that resulted in bottom line success. She will be sharing some of those strategies today. Alison along with her father helped hundreds of dealers across the country save their dealerships as a result of the legislation they helped pass in Washington. Alison will also be sharing the leadership lessons

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Featured Guests



Alison Spitzer

Alison Spitzer is Vice President of Dealership Operations for the Spitzer Automotive Group. She became specifically focused on all facets of the Internet.

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Crystal Washington

Crystal is known for her ability to make complex Web and social media topics easy to understand and accessible for everyday people and small business owners.

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