



TechAutoCareers®

TechAutoCareers® the largest online and phone Training Provider for the Automotive Retail Industry; has named Gayle Bower director of e-marketing.

([PRWEB](#)) March 24, 2005 -- TechAutoCareers® the largest online and phone Training Provider for the Automotive Retail Industry; has named Gayle Bower director of e-marketing.

Bower a seasoned advertising executive with more than 20 years of experience in advertising, strategic marketing, direct marketing and communications will develop online marketing programs that strengthen customer relationships, reinforce brand values, and encourage prospects through successive phases of the sales cycle.

This will increase our productivity, enhance our ability to attract and retain the brightest automotive professionals and provide a wonderful showcase for clients and prospects that visit us from around the world," said I.C. Collins, president of TACpubUSA®.

Automotive Retail is an Industry which attracts both men and women and one where there is seemingly, endless opportunity.

As you would expect there is a constant demand for people to train skilled Automotive Sales Consultants for their service.

TechAutoCareers.com provides an excellent training service, for any one interested in a career within the Automotive Retail Industry and to all employers within the sector.

The industry is vibrant, competitive, and driven by the latest technology. As you would expect, it is also an industry that pays well for the right candidates and one which people with the right skills will always be in demand.

Because we believe skilled Automotive Sales Consultants are the key to the future success of the industry we aim to help everyone gain the expertise they need to enjoy fulfilling and rewarding careers.

I.C. Collins
President and Author TechAutoCareers®

About: TechAutoCareers
The online resource for Automotive Sales Consultants®

One company, one focus, one market. That's TechAutoCareers® the online resource for automotive sales consultants. TechAutoCareers® is the first and only company with the firm commitment to satisfying one important market, the Automotive Sales Consultant.

As a Business Unit of TACpubUSA®, a 10-year-old company, TechAutoCareers® was formed to focus on



the needs of the automotive community - Dealers's and Sales Consultants alike.

For example, the company supplies a news letter monthly to well over 35,000 dealers not including sales consultants, automotive media and schools with helpful content. With a primary goal of being an open exchange of ideas and to provide proven techniques to insure productivity.

We have assembled a fine collection of resources (a perfect starting point), provided a forum for assistance. Also vehicle prices for new vehicles, technical features and the latest news about new car releases.

Serving clients and employees throughout North America and Globally. TechAutoCareers® leads the industry in providing unmatched satisfaction.

Because we are an integral part of the automotive industry, our "insider" experience allows us to be the online resource for automotive sales consultants so you get the information essential to Automotive Sales Consultants in todays market.

The company is headquartered in Midland,Texas.

How To Succeed In The Automotive Sales Industry:
The Handbook For Automotive Sales Consultants
can be ordered online or factory direct.

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The list price is only \$69.97 + \$6.95 (S&H) or get your online discount now at 40% only \$41.98 plus Free (S&H) or try our EASY PAY plan. e-book version available instead of \$49.97 get your 50% savings now only \$24.98

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Or go to one of the follwing web-sites.

<http://www.techautocareers.com>
http://www.techautocareers.com/Concepts_More
<http://www.techautocareers.com/SalesTrainingBlog.htm>
<http://finance.groups.yahoo.com/group/TechAutoCareers>

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Online Web 2.0 Version

You can read the online version of this press release [here](#).