Make Your Case to Attend

Need leadership approval to attend Tekion One? We've created an easy-to-customize message you can copy and paste into an email to your manager as well as a guide to overcoming objections. Use these to show how the conference directly supports your professional growth and drives measurable impact for your dealership.

Subject: Request to Attend Tekion One Customer Conference

Dear **[Manager's Name],**

I'd like to attend Tekion One, June 15-17, 2026, at Resorts World Las Vegas. This is Tekion's first-ever customer conference and will be a unique opportunity to deepen my knowledge of the platform, learn best practices directly from Tekion experts and fellow dealers, and help our dealership maximize the value we gain from the platform by optimizing our operations and staff performance.

Here are some of the activities I'm excited to participate in:

- **Attend sessions focused on increasing efficiency, revenue, and customer satisfaction using Tekion**
- **Learn best practices from other dealerships already achieving measurable results**
- **Be among the first to explore the newest innovations in Tekion's end-to-end AI platform including AI Agents**
- **Build connections with peers and Tekion leaders to share ideas and strategies for success**
- **Gain essential insights on technology and trends in order to plan for the future.**

Here is a breakdown of estimated costs (subject to change as details are finalized):

- **Domestic round-trip airfare:TBD**
- **Hotel {three nights at the conference rate):TBD**
- **Registration fee:TBD**
- **Total:TBD**

Following the conference, I will share key takeaways with our team, provide actionable recommendations to improve how we use Tekion, and collaborate on strategies to apply what I learn to drive better results for our dealership.

Thank you for considering my request to attend Tekion One 2026. I'm confident this experience will directly benefit our operations and support our long-term success.

Best Regards,

[Your Name]

Overcoming Objections: Why Tekion One Is Worth It

Use these talking points to help communicate the value of attending Tekion One. Each response highlights how the conference delivers measurable ROI through efficiency gains, smarter operations, and stronger results for your dealership.

Leadership Objection:

"We don't have the budget for you to attend."

"I understand budgets are tight, but Tekion One is designed to give us immediate ROI. The sessions focus on best practices for increasing efficiency, optimizing our staff, and driving more revenue through the platform we already use. Attending will help us find ways to save and grow that go well beyond the cost of the trip."

Leadership Objection:

"We can't afford to have you away from the store for three days."

"I get that concern, but what I'll bring back will save us much more time than I'll miss. Tekion One is built around practical learnings, networking with other dealerships, and new strategies to get more out of Tekion. It's three days that will directly make us more efficient and effective once I return."

Leadership Objection:

"I'm not sure this conference is worth it."

"This isn't just another industry event – it's focused entirely on Tekion. I'll get direct access to Tekion experts, hear how other dealers are using the platform successfully, and learn new ways to optimize our operations. The networking alone will give us ideas we'd never get by staying in our own four walls."