DEALERS EXCEED SALES EXPECTATIONS WITH UNIQUE STRATEGY

JimmyPeters

Today's market is affecting the types of customers who respond to traditional advertising. Television, radio and the newspaper are driving in more and more credit-challenged shoppers. Unfortunately, the same market climate has made the banks unwilling to extend credit to these people without enormous hedge fees. It has become difficult to sell cars to these people, let alone make a fair profit from them.

These credit-challenged people in need of transportation are driven to the Internet and show up in your inbox from a third-party lead provider. Where are the people that can buy cars? Your dealership is not a roach motel; stop inviting in only the roaches. You want shoppers that can buy. Put the bait out for the good credit buyers — the deals that fund fast with no headaches.

The best dealerships have the smarts to know that, if their business isn't growing and sales are shrinking, then they need to change the way they go after new prospects. For these people who seek out and find the sales-building strategies that work in any economy, success is almost guaranteed.

In this market, it is necessary to select the people who you want to receive your marketing messages. You can get the people with good credit into your store so you can deliver vehicles and make profits. Direct mail provides you the opportunity to pick only the people that can buy a car today and market only to them.

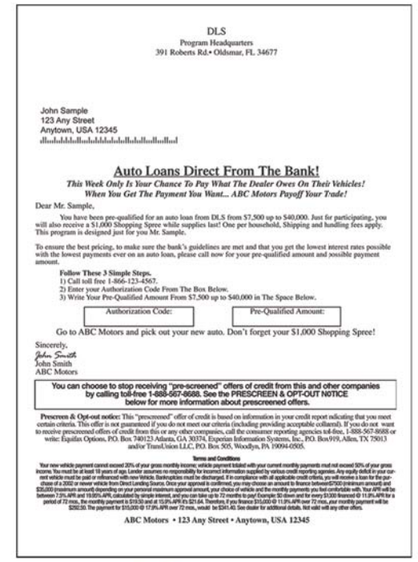
To have a successful direct mail campaign, you must start with a great list. You need to target people with a 625 – 700 credit score with a five year credit file and at least six trade lines deep. You want the people who have no derogatory credit in the last six months with at least $2,500 of income per month. The banks will give these people loans. From within this group, select the people that have an 80 to 95 percent paid auto loan. These people have good trades. The age and source for the list are equally important. Use a quality source like Equifax and be sure to get the list 24 hours before you mail, so it is fresh. Starting with the right list from the right source is the first step towards a successful direct mail campaign.

The message is equally as important as the list. You must use a message that this type of buyer will respond to. Umbrellas, golf balls and free hats will not motivate today's credit-worthy buyer. You need a strong legitimate reason for credit-worthy buyers to want to visit your store rather than your competitor's. The mail piece needs to arrive at the customer's home in an official- and urgent-looking envelope. This will increase the number of people that view and read the message. Next, you must grab the customer's attention and get them excited and emotional. "Auto Loans Direct from the Bank! This Week Only is Your Chance to Pay What the Dealer Owes On Their Vehicles!" This is a new message that the customer has not seen hundreds of times, and will create interest. Next, grab them and get them more emotional with a $1,000 shopping spree or other substantial gift.

Direct the customer to call and get a pre-approval amount. This is low risk and requires very little time on the customer's part. Find a direct mail partner with a strong BDC to set appointments with these buyers. Even skeptical customers who normally wouldn't waste their time driving to the dealership will call and you'll need talented car people on the other end of the phone to drive them into your store. When they call, they are given the amount they have been pre-approved for, and now they know that they can buy a new car. This is a great feeling. This process will bring more customers to your store and will have them feeling more positive about your dealership when they arrive.

Consider this…

If you mail 10,000 mailers to the perfect customers and only 1.5 percent respond by calling to find out what's going on, that is 150 perfect customers. Pick the right direct mail partner and their BDC will set appointments with around 75 percent of your perfect buyers. If only 50 percent of the appointments show up, that's 112 opportunities. If you deliver 25 percent of them, you will have 28 car deals. These buyers are not flipped in their trades and are easily financed. If you make a modest $2,500 per copy, that is $70,000 in gross profit from a single sale.



DLS
Program Headquarters
391 Roberts Rd • Oldsmar, FL 34677

John Sample
123 Any Street
Anytown, USA 12345

Auto Loans Direct From The Bank!

This Week Only Is Your Chance To Pay What The Dealer Owes On Their Vehicles!
When You Get The Payment You Want... ABC Motors Payoff Your Trade!

Dear Mr. Sample,

You have been pre-qualified for an auto loan from DLS from $7,500 up to $40,000. Just for participating, you will also receive a $1,000 Shopping Spree while supplies last! One per household, Shipping and handling fees apply. This program is designed just for you Mr. Sample.

To ensure the best pricing, to make sure the bank's guidelines are met and that you get the lowest interest rates possible with the lowest payments ever on an auto loan, please call now for your pre-qualified amount and possible payment amount.

Follow These 3 Simple Steps.
1) Call toll free 1-866-123-4567.
2) Enter your Authorization Code From The Box Below.
3) Write Your Pre-Qualified Amount From $7,500 up to $40,000 in The Space Below.

Authorization Code: | Pre-Qualified Amount:

Go to ABC Motors and pick out your new auto. Don't forget your $1,000 Shopping Spree!

Sincerely,
John Smith
ABC Motors

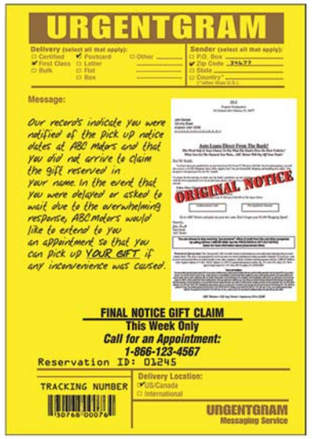
You can choose to stop receiving "pre-screened" offers of credit from this and other companies by calling toll-free 1-888-567-8688. See the PRESCREEN & OPT-OUT NOTICE below for more information about prescreened offers.

Prescreen & Opt-out notice: This "prescreened" offer of credit is based on information in your credit report indicating that you meet certain criteria. This offer is not guaranteed if you do not meet our criteria (including providing acceptable collateral). If you do not want to receive prescreened offers of credit from this or any other companies, call the consumer reporting agencies toll-free, 1-888-567-8688 or write: Equifax Options, P.O. Box 740123 Atlanta, GA 30374, Experian Information Systems, Inc., P.O. Box919, Allen, TX 75013 and/or TransUnion LLC, P.O. Box 505, Woodlyn, PA 19094-0505.

Terms and Conditions

Your new vehicle payment cannot exceed 20% of your gross monthly income; vehicle payment totaled with your current monthly payments must not exceed 50% of your gross monthly income; you must have at least 6 trade lines on your credit report; no bankruptcies or charge offs within the last 24 months; no repossessions within the last 24 months; your current vehicle must be paid or refinanced with new Vehicle. Bankruptcies must be discharged. If in compliance with all applicable credit criteria, you will receive a loan for the purchase of a 2002 or newer vehicle from Direct Lending Source. Once your approval is confirmed, you may choose an amount to finance between$7500 (minimum amount) and $35,000 (maximum amount) depending on your personal maximum approved amount, your choice of vehicle and the monthly payments you feel comfortable with. Your APR will be between 7.9%-APR and 19.9%-APR, calculated by simple interest, and you can take up to 72 months to pay! Example: $0 down and for every $1,000 financed @ 11.9%-APR for a period of 72 mos., the monthly payment is $19.30 and at 13.9%-APR it's $21.64. Therefore, if you finance $15,000 @ 11.9%-APR over 72 mos., your monthly payment will be $290.50. The payment for $15,000 @ 17.9%-APR over 72 mos., would be $341.40. See dealer for additional details. Not valid with any other offers.

ABC Motors • 123 Any Street • Anytown, USA 12345



URGENTGRAM

Delivery (select all that apply): ☐ Certified ☑ Postcard ☐ First Class ☐ Letter ☐ Bulk ☐ Flat ☐ Box ☐ Other _____

Sender (select all that apply): ☐ P.O. Box ☑ Zip Code 33567 ☐ State ☐ Country ☐ Other (Fax, U.S.)

Message:

Our records indicate you were notified of the pick up notice dates at ABC Motors and that you did not arrive to claim the gift reserved in your name in the event that you were delayed or asked to wait due to the overwhelming response, ABC Motors would like to extend to you an appointment so that you can pick up YOUR GIFT if any inconvenience was caused.

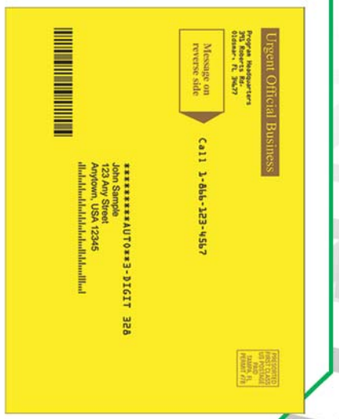
ORIGINAL NOTICE

FINAL NOTICE GIFT CLAIM
This Week Only
Call for an Appointment:
1-866-123-4567
Reservation ID: 03245

TRACKING NUMBER 50768 00074

Delivery Location: ☑ US/Canada ☐ International

URGENTGRAM Messaging Service



Urgent Official Business

Program Headquarters
391 Roberts Rd
Oldsmar, FL 34677

Call 1-866-123-4567

Message on reverse side

**********AUTO**3-DIGIT 326
John Sample
123 Any Street
Anytown, USA 12345

BIG TIME PROMOTIONS, INC.

Direct mail sales are still the best way to drive buyers into your store and sell more cars. Anybody can fill your showroom with roaches. Aren't you tired of telling people you can't sell them a car? Why not bring in the customers you can sell?

Call or e-mail for your free copy of "How to Fill Your Showroom with Credit Worthy Buyers for under Nine Grand."

Jimmy Peters is the president of Big Time Promotions. He can be contacted at 866.850.6926, or by e-mail at jpeters@autosuccessonline.com.