



SERVICE MARKETING

Direct Mail vs. Live Phone Calls

Cost (\$1,800 / Mo. Budget)		
	<u>Mail Pieces</u>	<u>Cust. Call Records</u>
Number of Mail Pieces & Customer Call Records	2,500	800
Dealer Cost per Mailer & Customer Call Record	\$0.72	\$2.25
Total Cost	\$1,800	\$1,800

Response and Results		
	<u>Mail Pieces</u>	<u>Cust. Call Records</u>
Number of Mail Pieces & Customer Call Records	2,500	800
Average Response Rate (Percent)	5%	25%
Response (Number of RO's)	125	200

Cost (\$3,150 / Mo. Budget)		
	<u>Mail Pieces</u>	<u>Cust. Call Records</u>
Number of Mail Pieces & Customer Call Records	5,000	1,400
Dealer Cost per Mailer & Customer Call Record	\$0.63	\$2.25
Total Cost	\$3,150	\$3,150

Response and Results		
	<u>Mail Pieces</u>	<u>Cust. Call Records</u>
Number of Mail Pieces & Customer Call Records	5,000	1,400
Average Response Rate (Percent)	5%	25%
Response (Number of RO's)	250	350

ADDITIONAL BENEFITS

- **Min. 15 to 1 ROI Money-back Guarantee in your FIRST MONTH.**
- **Service Appointments to be set on the days and times you decide.**
- **No coupons or discounts that will reduce your Service Gross Profit.**
- **Ability to identify and provide you direct customer feedback and needs.**
- **Ability to overcome objections and get them into your Service Department.**

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