

Alfa Romeo 2017 Giulia's Appointment-Driven Exclusive Event

**ABSOLUTE
RESULTS**
Your Turn-Key Appointment-Driven
VIP Event Specialists



Who We Are:

We are a full service turn-key solution, meeting dealers at their level of need. Our programs include social media, digital landscape, training, direct mail, call center, event facilitation and strategic planning. Our events are supported with 190 professional sales trainers who have helped dealers sell thousands of vehicles.

What We Do:

Our premium brand partners run Private Sale Events to address several manufacturer and retailer driven programs. Examples include new model launches, national ad campaigns, VIP events to drive traffic in down cycles of the calendar year and early access to incentives. The launch of the 2017 Giulia is an ideal opportunity to target in market consumers with a new story and an Exclusive Event offer.

How We Do it:

Through our industry exclusive Business Intelligence and data analytics, we direct mail your database with unique, premium, branded creative. This is followed up with our experienced Trainers working in your dealership for 4 days. The first 2 days are sales training and reaching out to customers to drive appointments for your 2 day sale event. Expect to sell 1 to 2 weeks of sales volume in 2 days.

Our Premium Event Service:

- Training/travel costs for the Premium Specialist Trainer
- 500 – Premium Invitations
- 500 in-market conquest customers
- Premium showroom kit:
 - Training materials
 - Premium folders
 - Registration documents
- Digital technology package
- Email campaign
- RSVP website for customer contact and registration
- Customized Alfa Romeo Portal
 - with full dealership reporting
- Individualized dealership portal
 - with data analytics
- Interactive Absolute Results web portal
 - with real time lead updates
- Event & salesperson challenge boards
 - updating appointments, show & sales in real time.
- Pre & post event followup

Exclusive Event
Services*

from: **\$8,995** USD

Add a Digital
Campaign*

from: **\$4,000** USD

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*Prices subject to change.