



## 2017 Giulia Launch



**ABSOLUTE  
RESULTS**  
we help dealers **sell** cars...

# 2017 Giulia's Appointment-Driven Exclusive Event

## A COMPLETE TURNKEY MARKETING, TRAINING AND SALES SOLUTION FOR ALFA ROMEO

### IT'S A STRATEGIC MARKETING CAMPAIGN

We call this our Exclusive Event Plan. We target actual in-market consumers during the crucial 48-72 hour period before they make their final buying decision. We know which of your prospects are visiting competing dealerships and their service departments. We are then able to match mobile devices to actual people complete with the demographics, contact information and VIN data. Once the analysis is complete, we create the print and digital marketing campaign to speak directly to the targeted customers.

### IT'S TWO DAYS OF IN-DEALERSHIP SALES EXECUTIVE TRAINING

Our trainer brings their experience, Alfa Romeo product knowledge expertise, energy and a "training toolbox" to the Alfa Romeo dealership. They spend two days doing combination of boardroom and showroom training with the sales executive and managers. The trainers work alongside Alfa Romeo's Sales Executives, making the calls and booking appointments for Alfa Romeo 2017 Giulia's Appointment Driven Exclusive Event.

### IT'S A TWO DAY EXCLUSIVE EVENT

After the Sales Executive training, our trainer joins your Alfa Romeo team for two days, greeting every client one on one, sharing the story of the exclusive event and assisting your sales executives & managers by getting actively involved in helping sell cars.

## THE RESULTS ARE:

1

#### **You will have a successful sale**

Selling one to two weeks sales volume in just two days!

2

#### **Your salespeople will be trained**

They will learn and practice new skills to increase their professionalism and equip them to succeed within the Alfa Romeo environment.

3

#### **Your database will be activated**

Your Alfa Romeo high value targeted clients will be engaged with a high value offer enhanced by a 2 day event.



# Event Timeline

In the 3 weeks leading up to the Alfa Romeo Exclusive Event, Absolute Results takes care of all the details for you. We manage and execute all aspects of the planning and preparation. Right from identifying your target consumer, creating the digital campaign, premium branded invitation, email campaign and coordination with your certified trainer. No detail is overlooked to ensure a very successful Alfa Romeo event.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		DIGITAL CAMPAIGN (PREMIUM PKG)		DIGITAL CAMPAIGN (PREMIUM PKG)		
	DATA EXTRACTION AND INVITATION CREATION			VIP INVITATION PRINTING		
EMAIL CAMPAIGN		TARGETED DIRECT MAIL DROPPED IN HOUSEHOLDS				
	ARCC CALLS TO VIP INVITATION RECIPIENTS PLUS EMAIL CAMPAIGN		COACHING AND SETUP		EVENT DAYS WITH FINAL EMAIL CAMPAIGN	
	EVENT FOLLOW UP			POST SALE REVIEW		



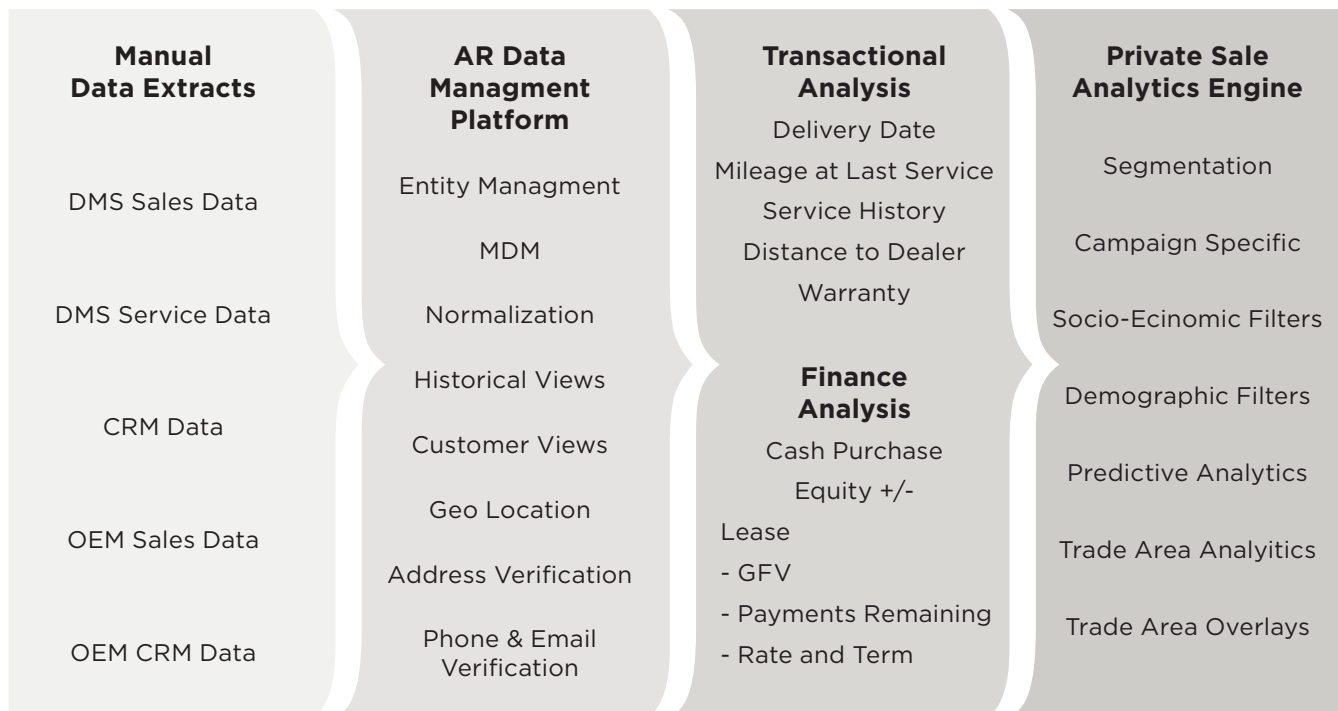
# The Five Steps to a Successful Event

## Step 1: Part 1 - Data Analysis and Event Strategy

Absolute Results takes care of all logistics and execution during the lead up to a turnkey event for Alfa Romeo.

From data extraction to segmentation and analysis. We understand the value of an Alfa Romeo customer database

and work tirelessly to maximize sales while protecting all sensitive information.

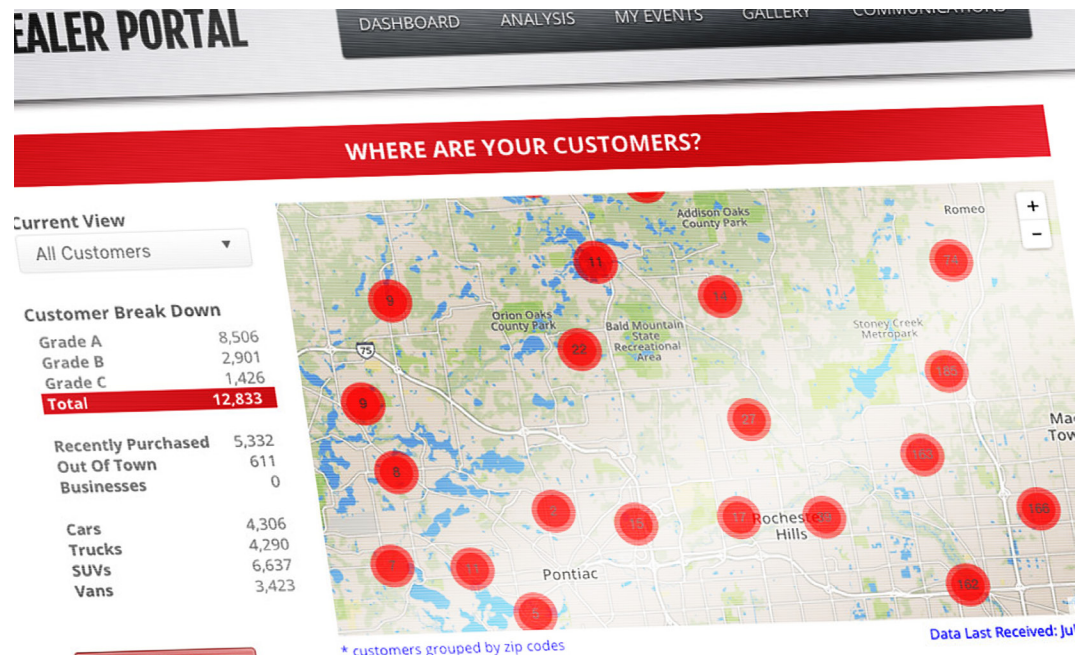


# The Five Steps to a Successful Event

## Step 1: Part 2 - Conquest strategy

Working with Alfa Romeo and their dealers Absolute Results will identify the different profiles of an Alfa Romeo customer. Utilizing all technology touchpoints we ensure that we get Alfa Romeo's message in front of the best audience, generate leads and sell cars!

We target actual in-market consumers during the crucial 48-72 hour period before they make their final buying decision. We know which of your prospects are visiting competing dealerships and their service departments. We are then able to match mobile devices to actual people complete with the demographics, contact information and VIN data. Once the analysis is complete, we create the print and digital marketing campaign to speak directly to the targeted customers.





# The Five Steps to a Successful Event

## Step 2: Design and deployment of marketing campaign

Building the Alfa Romeo brand awareness through premium branded print and digital creative that gets opened, educates, has a call to action, and gets the appointment. First we use high quality coated paper with of the line printing techniques to show off the exclusivity of the event. Second, the VIP invitation artwork is meticulously designed to let the Alfa Romeo client know that they are being included in an intimate event that celebrates the launch of the 2017 Alfa Romeo Giulia and will motivate them to purchase a 2017 Giulia.



# The Five Steps to a Successful Event

## Step 3: In Dealership Training and Appointment Calls



Your Absolute Results' trainer brings value by educating your sales executives on how to engage each of your customers with the expectation of selling them a 2017 Alfa Romeo Giulia.

It starts with...

- The new intelligent phone call
- Booking an appointment with a pre-qualified customer
- Product knowledge
- The Alfa Romeo Giulia Exclusive Event Story
- Creating buzz on sale day
- Registering the customer
- Setting Expectations

**16,121**  
Salespeople Trained

**277,948**  
Total Appointments Booked



# The Five Steps to a Successful Event

## Step 4: Exclusive Event Days



The Absolute Results' Alfa Romeo Exclusive Event creates an intimate atmosphere unlike anything else. The customer has received their VIP invitation and registered online. The customer has been called, they have booked their one on one appointments and your sales executives are ready to sell at their value added event. The Absolute Results' trainer will hand over all the qualified leads to the sales executives helping in all areas needed and most importantly ensuring your customers are getting the very best care and attention.

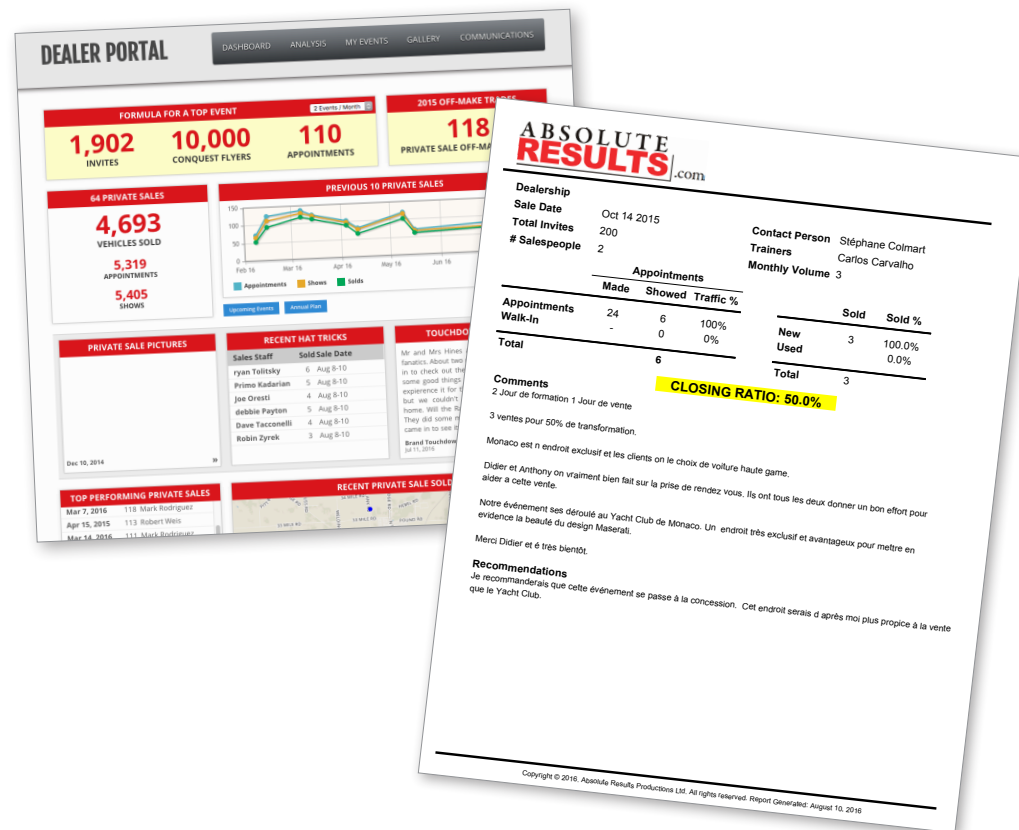




# The Five Steps to a Successful Event

## Step 5: Post Event Analysis & Quarterly Planning

The Absolute Results trainer will meet and consult with each Alfa Romeo dealership to review event performance and create a quarterly plan with the goal of enhancing the marketing plan to exceed targets and continue to maximize the dealerships database. The trainer will also review opportunities that are still in process to ensure that sale leads are not lost.



# Premium Brand Private Sale Event FAQ

## What kind of sale results can we expect with premium brands?

The Absolute Results Private Sale event model has been exceptionally successful with premium brands, where results typically exceed the expectation of one car sold per 100 customers invited.

## What type of customer offer is needed from the OEM to support the event?

The Premium Brand Private Sale results are strongest when the Event is supported by an exclusive factory offer. A combination of offers such as a rate reduction, loyalty cash bonus, and / or a service / accessories offer have worked very well (see examples provided).

## What makes a Premium Brand Private sale Different from a “Regular Private Sale Event”

Premium Brand events are hosted by a Brand certified trainer who has received specific product knowledge training, and who has worked extensively with a Premium Brand. The marketing assets are all brand certified as is the messaging and the training given to the sales staff. The showroom displays and all customer facing material - print and electronic are all brand certified.



Mercedes-Benz



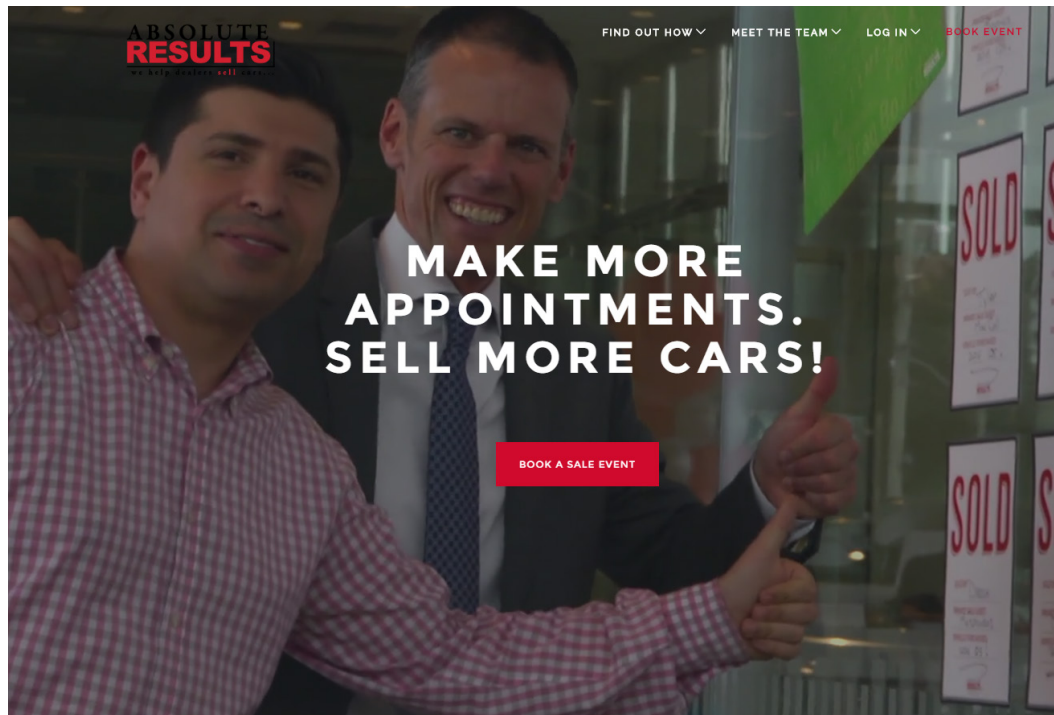
PORSCHE



THE PURSUIT OF PERFECTION



# What are the Next Steps?



The next steps will involve securing the preferred dates from the Alfa Romeo dealerships through the Absolute Results Dealer Portal. Conducting a detailed database analysis for the targeted dealers and developing the Exclusive Event offer with supporting assets for each dealer.



# Absolute Results: Around the World



**181**  
COACHES

HELPING

**1,591**  
DEALERS

SELL

**112,000**  
VEHICLES EVERY YEAR

A COMPLETE TURN KEY MARKETING,  
TRAINING AND SALES SOLUTION FOR DEALERS

