

A group of approximately 15 people, mostly men, are standing in a large, bright room with floor-to-ceiling windows. They are all smiling and holding up yellow signs that say "SOLD" in red letters. The room is filled with colorful confetti (red, yellow, green, blue, purple) that is falling from the ceiling. The people are dressed in business casual attire. The overall atmosphere is one of celebration and success.

We help dealers sell cars

WELCOME.

AR ABSOLUTE
RESULTS



YOUR TEAM.

THANK YOU FOR YOUR BUSINESS.



Welcome to Absolute Results and your Private Sale. You are now one step closer to growing your database and selling more cars!

Our goal at Absolute Results is to help you sell “one week’s volume in one day” for your Private Sale. Your Absolute Results team will be working with you to develop a comprehensive plan to achieve this goal which involves AR’s three pillars: Trainers, Creative, and Data. For your Private Sale, we commit to activating your showroom floor, elevating your Sales Team and engaging the customers with the most incredible sales experience.

There is a lot of work that goes into the preparation for your event, but no fear, your Marketing Event Coordinator will

strategize with you well before the event date to ensure you are set up for success.

As part of this welcome package we have outlined the expected time lines for your upcoming event – right from selecting your mailer, data analysis and the mailer landing in the hands of your valued customers. We can’t wait to work with you, build fantastic relationships and execute your best appointment-driven Private Sale yet!

To your success,

A handwritten signature in black ink, appearing to be 'Jeff Williams'.

Jeff Williams - President

OUR THREE PILLARS.

Our commitment to help your dealership sell “one weeks’ volume in one day” is engineered with the strength of these three pillars:

Trainer

Creative

Data

TRAINER.

Your trainer has 10 plus years experience selling cars and managing a dealership.

They bring value by educating your sales team for two days on how to engage each of your customers with the expectation of selling them a car.

Your trainer will set goals with your team and create buzz on sale day. During the sale they will meet every customer and register them for the event, then turn them over to your sales team and continue to assist in every way needed. Most important, they will ensure your customers are getting the very best care and attention.





CREATIVE TEAM.

Your Creative Team includes Marketing & Event Coordinators, Creative Designers and Digital Marketers that support dealers like yourself.

This team will work with you to plan “the story of the sale” which is the message and theme of each Private Sale. They create print and digital marketing assets which are deployed prior to each event.

DATA TEAM.

We have a team of over 20 data analysts who turn BIG DATA into car sales. Even before your Private Sale is booked we are working to make your event a success.

Our team researches data sources, customer purchase behaviors, financial options and privacy regulations* to provide all the tools for a successful Private Sale. We continue to research new tools and techniques to offer you the best Data Analysis for your current and future events. During your Private Sale we continue to collect purchase and trade-in data.

Through analysis of this data we have learned about customers who are responding to Private Sales, what your customers are purchasing and trading in, whether they purchase new or used and if they change segments. Based on this knowledge we continue to assess our invitation/conquest strategy and Private Sale process to help you sell more cars.

*[CLICK HERE](#) to see a detailed copy of our privacy policy and how we collect and handle client customer data in a secure manner.



DATA ANALYSIS.

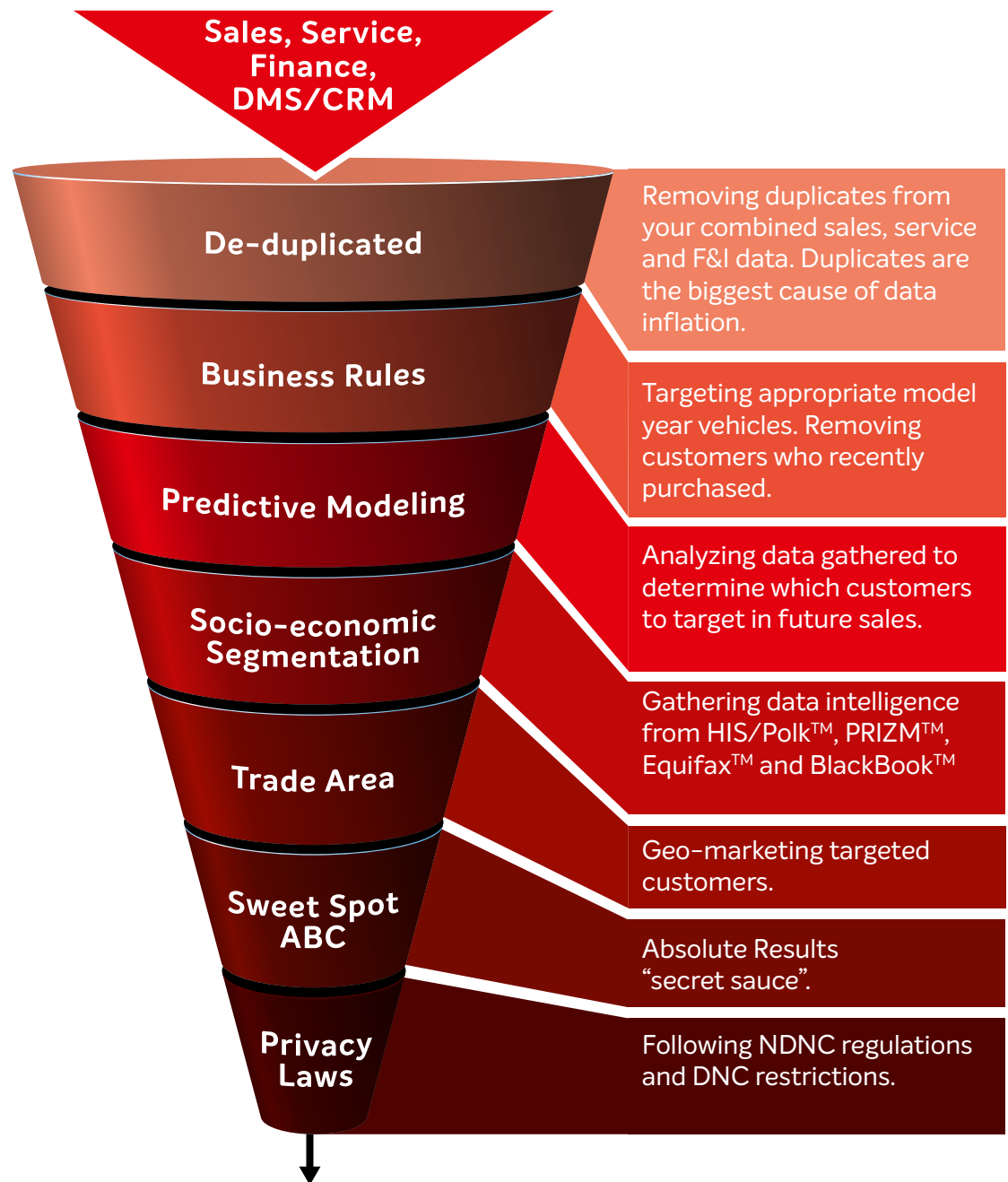
Extract

Our in-depth data extraction builds the foundation for Private Sale success as it allows a complete overview of your customer base and assists in your strategic marketing plan. Once we receive your data we begin the data hygiene process, preparing and formatting the data for analysis. We then run your data through a variety of filters which results in identifying your top customers to receive a Private Sale invitation.

To make this process even easier, Absolute Results is an approved third-party vendor for Reynolds & Reynolds and CDK management systems.

Strategic Marketing Plan

This final analysis will allow your Marketing & Event Coordinator to create an effective marketing campaign to maximize sales for your Private Sale.



**REMAINING USABLE DATA
FOR A SALE = 40% TO 60%**

YOUR PRIVATE SALE.

For your upcoming Private Sale we Include:

- » Trainer - sales coach for 3 days
- » Marketing Event Coordinator to execute your Strategic Marketing Plan
- » Showroom Kit - Posters, Sales training manuals and deal jackets
- » Custom Dealer Portal
- » Custom RSVP Website
- » Email Campaign

Behind the scene we also do a complete Data Analysis:

- » De-duplicate
- » Business Rules
- » Predictive Modeling
- » Socio-economic Segmentation
- » Trade Area
- » Sweet Spot ABC and Privacy Laws

You can also enhance your Private Sale with:

- » SMS and Voicecast
- » Digital Marketing
- » Absolute Results Communication Centre



GEARING UP FOR SALE DAY.

As you now know, there is a lot that goes into getting your Private Sale mailers delivered to your customers on time. Right from selecting your proof, data analysis and going to print.

To keep everything on schedule, your Marketing & Event Coordinator will work closely with you. They will discuss event strategy, pricing, proof selection, data analysis and ensure all the deadlines are met for you to have a successful event.

Please refer to the schedule on the next page for the details of what we will both need to do - in sequence and to meet deadlines - in order to prepare all the elements necessary for a successful event and within the ideal 3-week time period immediately preceding a sale. You may want to share this timetable with others on your team who will help with your planning and preparations.

To help keep you on track. “It is as easy as

3

2

1

sale day!”

what we do

3

WEEKS PRIOR

- » Send a Dealer Agreement
- » Provide a link to our dealer portal
- » Request your Sales/Service & Finance customer data

2

WEEKS PRIOR

- » Provide proofs to develop and finalize your sale invitations
- » Analyze, scrub and grade your data; send snapshot summary
- » Print and mail invitations

1

WEEK PRIOR

- » Ship your custom training and merchandising kit.
- » Confirm content, deployment of Tech Campaign (if applicable)
- » Trainer will make contact to discuss strategy and agenda

2

DAYS PRIOR

- » Trainer arrives
- » Conduct management meetings, appointment review and two training sessions on each of Day 1 and Day 2

EVENT DAY

- » Create 'buzz' in showroom
- » Engage and register customers
- » **HELP DEALERS SELL CARS!**

what you do

- » Return completed Dealer Agreement
- » Discuss event strategies – training and sale days
- » Provide access to Sales/Service & Finance customer data
- » Advise sales & management teams of upcoming event

- » Review and approve proofs for all material to be printed
- » Discuss with coordinator the target households for mailing based on theme and customer data snapshot

- » Receive merchandising kit
- » Receive confirmation of tech campaign (if applicable)
- » Discuss strategy and agenda with trainer prior to arrival
- » Finalize schedule for sales team to insure 100% availability for training, phone work and sale day

- » Management team to review strategy with Trainer
- » Sales team to attend training meetings and make calls to book appointments

- » Follow process strategy
- » **SELL CARS**

ROAD TO SUCCESS.

