

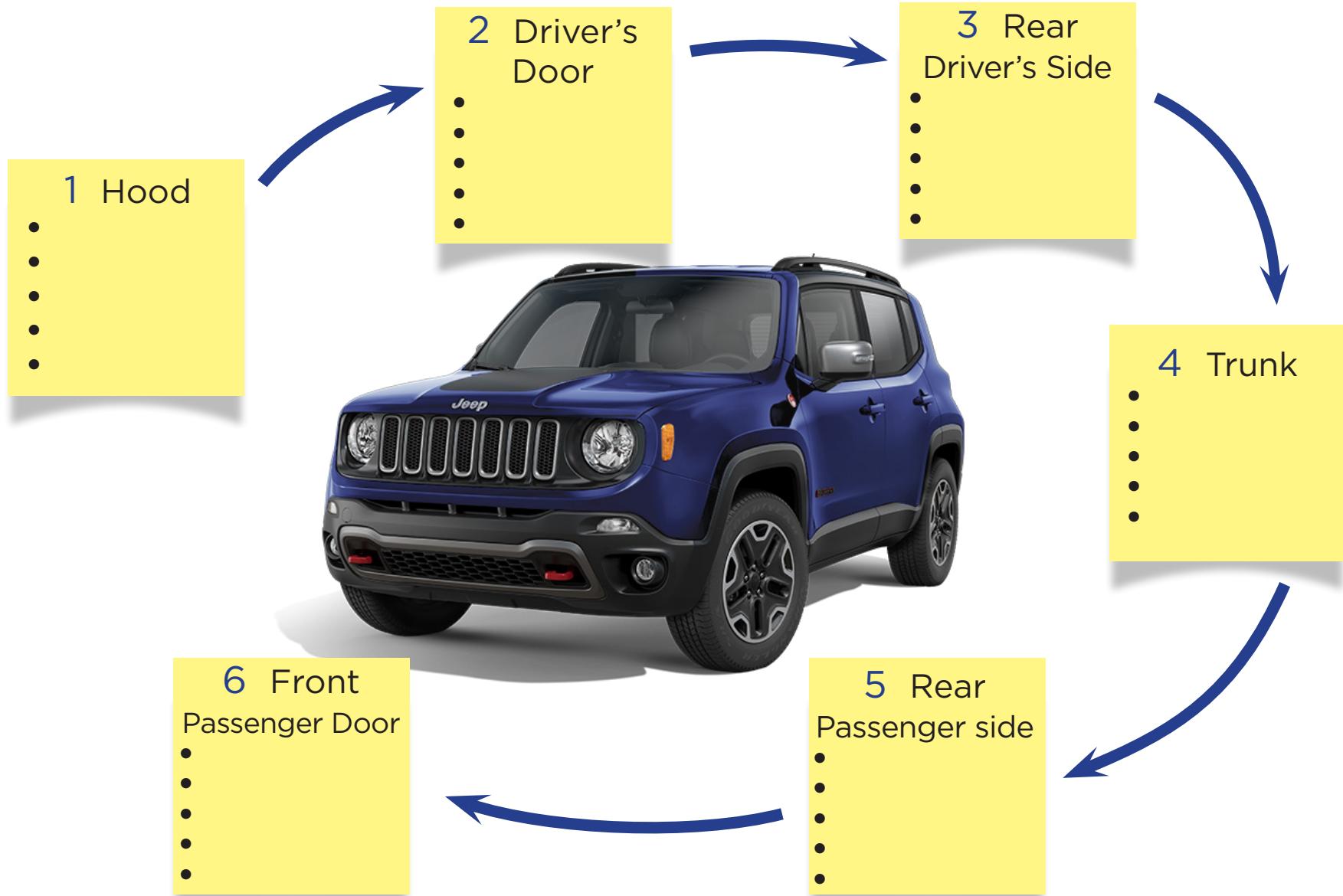
FALL 2017 INITIATIVES



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we know how to ~~sell~~ cars...

1. Product Specific Training

- a. Vehicle walk-around training (with a different product featured each month)



b. Product Little Known Facts

Jeep Grilles can be found on the head and tail lights of the Renegade and are sprinkled a total of 12 times throughout the vehicle.

The design was ***inspired by vintage, military gas cans*** affixed to U.S. Army Jeeps. The theme continues with square tail lamps and distinctive Xs on the reflectors.

The Jeepster? Or the Renegade? Until weeks before its release, the Renegade was ***rumored to be named the Jeepster.***

c. Third Party Testimonials

“ The Renegade ***handles*** rutted dirt paths, steep inclines, and rocky trails ***without complaint*** and superbly optimizes performance for various off-road conditions. ”

“ It's easy and ***fun to fling around -- very forgiving.*** I bet it's a hoot in the snow. It's a “Real Jeep”. ”

“ The Jeep Renegade is ***capable and affordably priced.*** It's also cute in the eyes of many, maybe excessively so in the eyes of some. ”

d. Story From Owners

“ My wife wanted a larger, small SUV. She looked at and drove the Renegade and liked it. I love driving it, and she does also. It rides good, ***handles easy and parking is great.*** It is very sporty looking and the visible features are appealing, and our neighbors want to look at it and ask lots of questions. ”
-Tom Bruce

“ I have had my Renegade for just over a year and ***love it more and more each day!*** I got the quality and ability of a Jeep, in the size of a vehicle that suits me and my outgoing, adventurous lifestyle. ”
-Alexandra Nelson



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2. Sales Technologies

The Intelligent Phone Call

THE INTELLIGENT PHONE CALL

The purpose of the call is to book an appointment for the sale. This is done by engaging the customer and providing them with some information that they didn't know, creating an 'opportunity' to satisfy an uncovered 'Want / Need / Desire' ...such as 'Save Money' or 'Better Fuel Economy', which translates into a lower cost of driving with the ownership of a new vehicle.

The goal here is to create dealership showroom traffic for the sale, and that is done by sharing the 'Story' of the event ... the story of the brand & the story of the sale.

The Intelligent Phone Call script is broken down into five parts:

1. **INTRO:** Hi, this is _____ calling from _____. I'm calling to follow up the invitation that was sent out last week in the brightly colored envelope, did you receive it?
2. **NAME DROP:** I just came out of a management meeting with _____ our _____ and while reviewing our current clients who drive a _____, your name came up and he/she asked me to call you personally and share with you what is going on. How is everything going with your _____?
3. **LISTEN:** People love to talk about themselves, so listen for an angle to build common ground.
4. **STORY:** Choose an angle (Pentastar Push, Payment Match, Swap Keys, Product Showcase), and then spin the story. "We recognize that you are a VIP Customer but you're not driving our latest & greatest product. The manufacturer wants to know..." .
5. **CLOSE:** On _____, we will have a 'Manufacturer Affiliate' present at the dealership who is hosting a special "Private Sale" for our existing clients, and he/she has brought some advertising funds that are usually spent on mainstream media (TV, Radio, Magazine and Newspaper). Our Dealer/Owner has decided to share that money with YOU as a discount, to put together car deals Above & Beyond what you would normally receive. In exchange, our Dealer/Owner is inviting you down to our store on _____ during the Private Sale to try out the new _____ that has replaced the one you have. Drive a new one, so we can get your opinion and feedback as to the next generation of new products. What time on _____ works best for you, morning or afternoon?

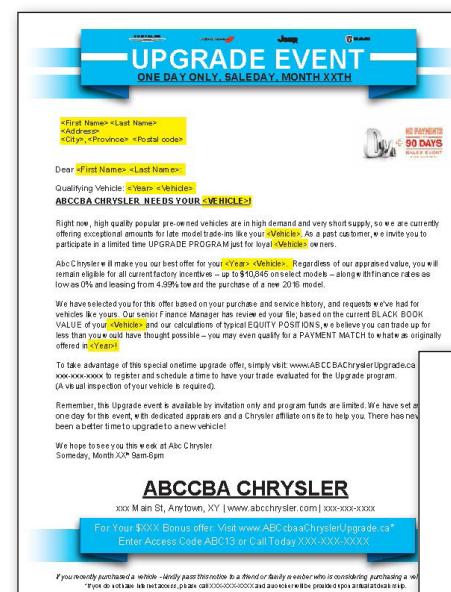
Keep in mind these 3 points:

- A) We have the VERY best product ever made in automotive history
- B) We have the largest 'incentive package' we have ever offered
- C) That translates into the lowest cost of new vehicle ownership to buy today.

In order for you to be successful in today's market you MUST be face to face with a customer, OR engaged in an activity that will put you there!

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La vente de véhicules, notre expertise!

NEW The Intelligent Invitation



From: John Smith
Sent: Someday, Month xx, 2016 10:32 AM
To: <Sales Person>
Subject: <First Name> <Last Name> <Year> <Vehicle>

Hi <Sales Person First Name>

Can you try to contact <First Name> for me.

I need a <Year> <Vehicle> for our lot. I can offer up to 120% of Canadian Black Book value - plus additional incentives towards a new vehicle purchase. I would like to get this deal done quickly as I may have potential buyers for this vehicle.

If <First Name> is interested in trading up, I will make it worthwhile with up to \$2,000 in trade assistance, plus rebates of up to \$0,000. Plus special pricing like a **Vehicle XXXX** or **XXX-XXX and SXX bi-weekly**, and I can also defer the payments to August 2016.

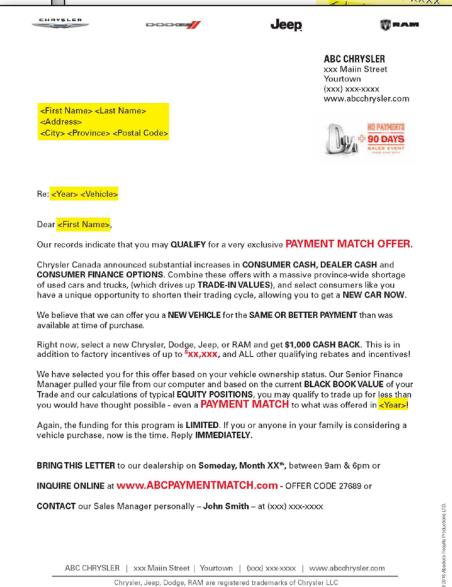
Tell them if they come on Someday Month XX*, I'll throw in another **\$500 Bonus**. Please have them bring this email with them.

They can call us at XXX-XXX-XXXX and ask for any sales manager. We need their vehicle!

Thanks!
John

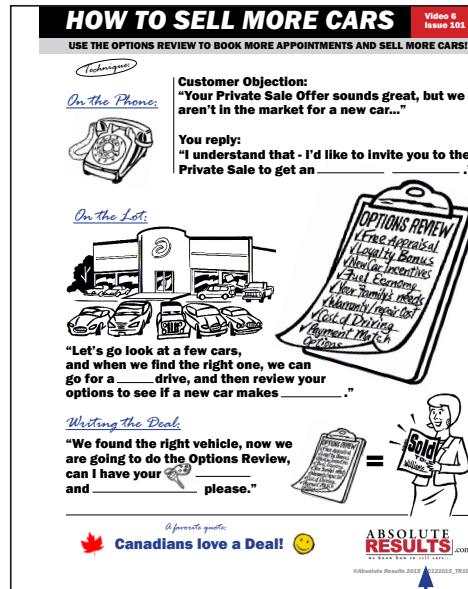
John Smith, General Manager
ABC Chrysler
xxx Main Street,
Yourtown, ON
www.abccrysler.com

<First Name>, give
me a call if you
are interested!
XXX-XXX-XXXX



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Salesperson Intelligence™



Weekly training videos with worksheets



NEW

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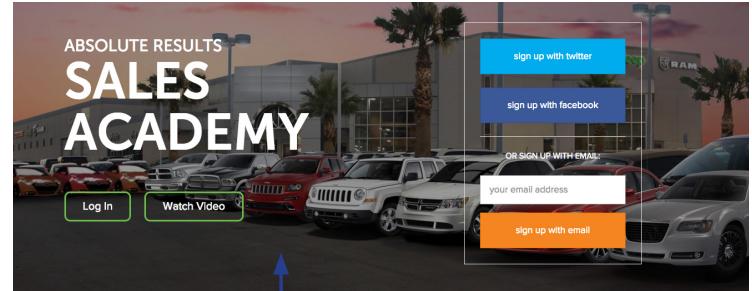
Quote of the Day

"It's not about having the right opportunities. It's about handling the opportunities right."

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WHEN THE SALESPEOPLE WIN, THE DEALERSHIP WINS...
WHEN THE SALESPEOPLE GET BETTER, THE DEALERSHIP GETS BETTER

A personal training portal for every FCA salesperson



Product Knowledge

Find out information on the new 2016 models

8 LESSONS 1 PARTICIPANT

0%

In the News

Look at what is going on in the Automobile industry around the world.

1 LESSON 1 PARTICIPANT

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Comparison: 2015 Ford F-150 vs. Ram 1500 vs. Chevrolet Silverado

F-150 2.7L Ecoboost 4x4 vs. Ram 1500 Ecoboost 4x4 vs. Silverado 1500 LTZ 4x4

Editor's Picks

Find your dealer now

FALL 2017 INITIATIVES

Jeep®

3. Heroic Values of the Jeep Brand

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Absolute Results Baby Rescue Jeep

This HERO Jeep Wrangler will be performing baby rescue missions in Guatemala in September and October. You can see it on display this November at the SEMA Show.

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COMING 2017

FINDING TODAY'S HEROES

Stories of Jeep Owners Heroic Adventures

PAST



PRESENT

