

“Appointment Driven” Private Sale Events



Absolute **RESULTS**

we help dealers sell cars...

2017 SERVICES OVERVIEW
APAC

What We Do?

We impact an industry delivering results that help our clients achieve their targets

11.8

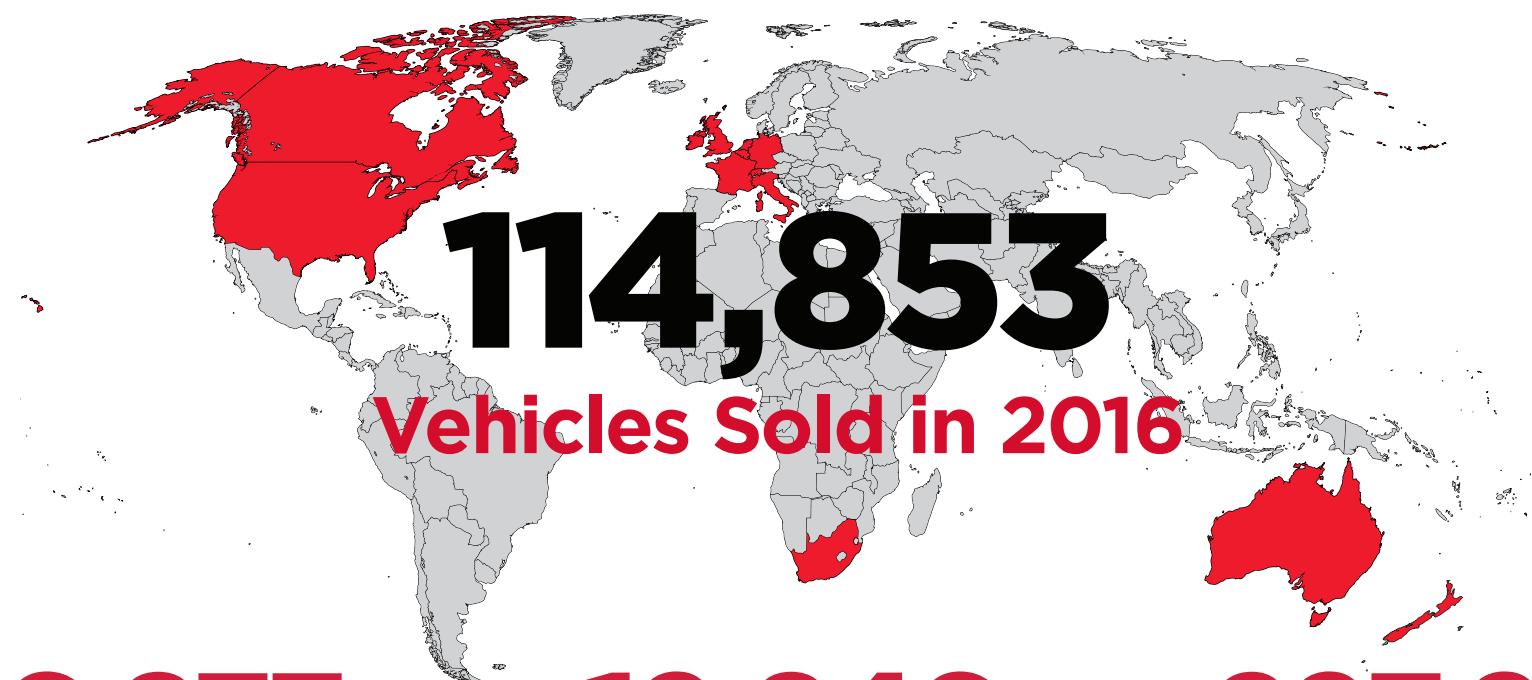
Average appointments
Per Sales Professional

2.9

Average Sold
Per Sales Professional

47%

trade-ins
between 2012- 2015



6,877

Total Events

19,846

Sales Professional Trained

297,906

Total Appointments

It has been an exciting year globally for Absolute Results.

In 2016, my 180 trainers, trained 19,846 salespeople, helped set 297,906 appointments, interacted with 206,153 customers on the showroom floor, and helped dealers in Canada, the USA, Europe, UK, Africa and Asia Pacific sell 114,853 cars

The magic of the retail car business isn't new technology, nor is it a new sales technique or selling system. It has been, and still is, a relationship. It is the quality interaction between a customer and a sales professional who engages the customers, telling them the story of the sale with passion and conviction.

When your salesperson wins, your customer wins, you win and your whole dealership wins.

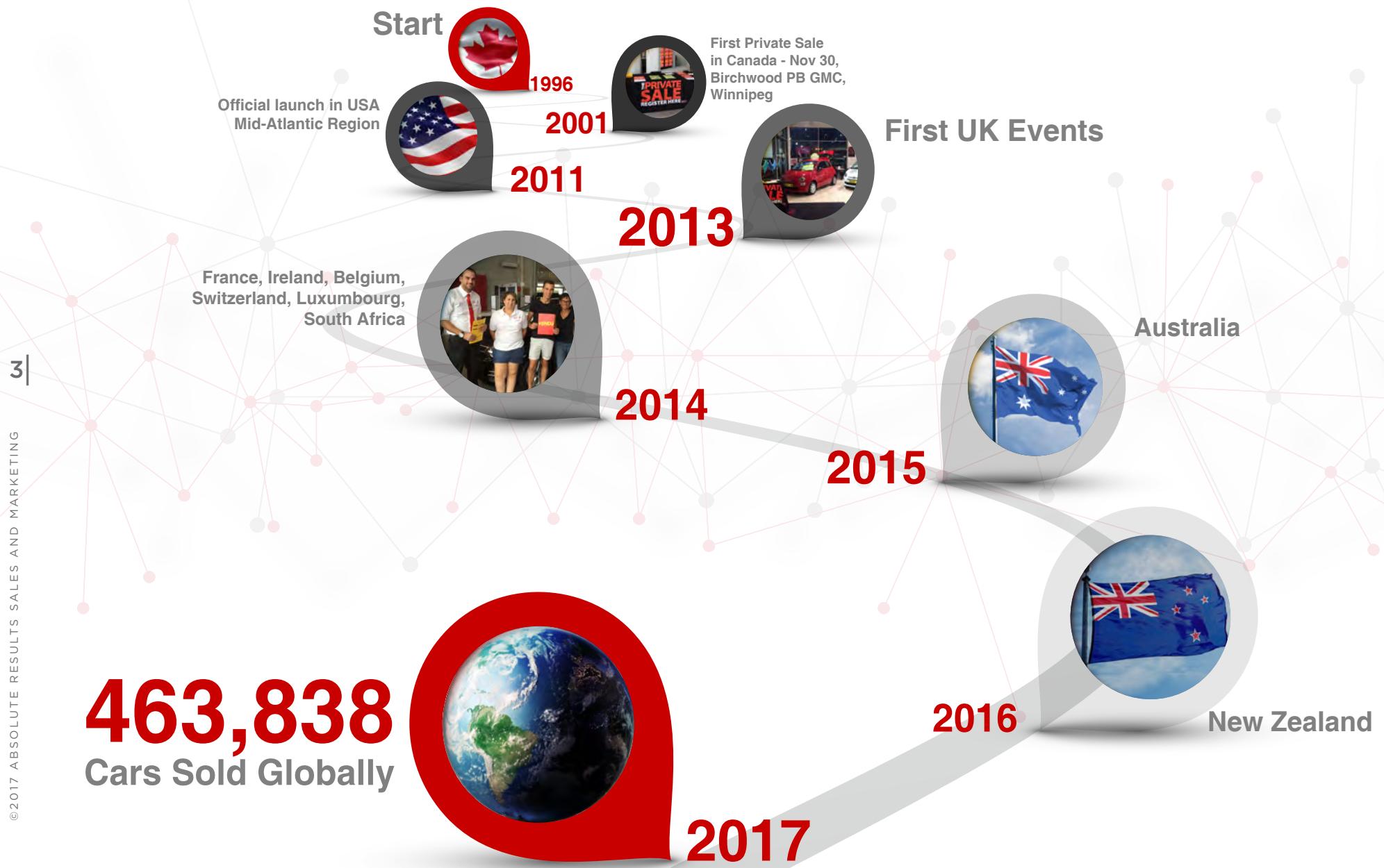
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THAT'S WHAT THE APPOINTMENT DRIVEN PRIVATE SALE IS ALL ABOUT.

Jeff Williams
President
Absolute Results Marketing



Timeline



What is an Appointment Driven Private Sale?

It's a Strategic Marketing Campaign

It's Two Days of In-dealership Salesperson Training

It's a One Day Sale

The result is that 3 things will happen:

01

You will have a successful sale
Selling one to two weeks sales volume in just one day!

02

Your salespeople will be trained
They will learn and practice new skills to increase their professionalism and equip them to succeed.

03

Your database will be activated
Your dealership will be "stirred up" with a positive good will sales message

Who do we Target?

Data Sources

Targeting specific segments within your database that will maximise sales volume and drive ideal part exchange profile.

Database Analysis

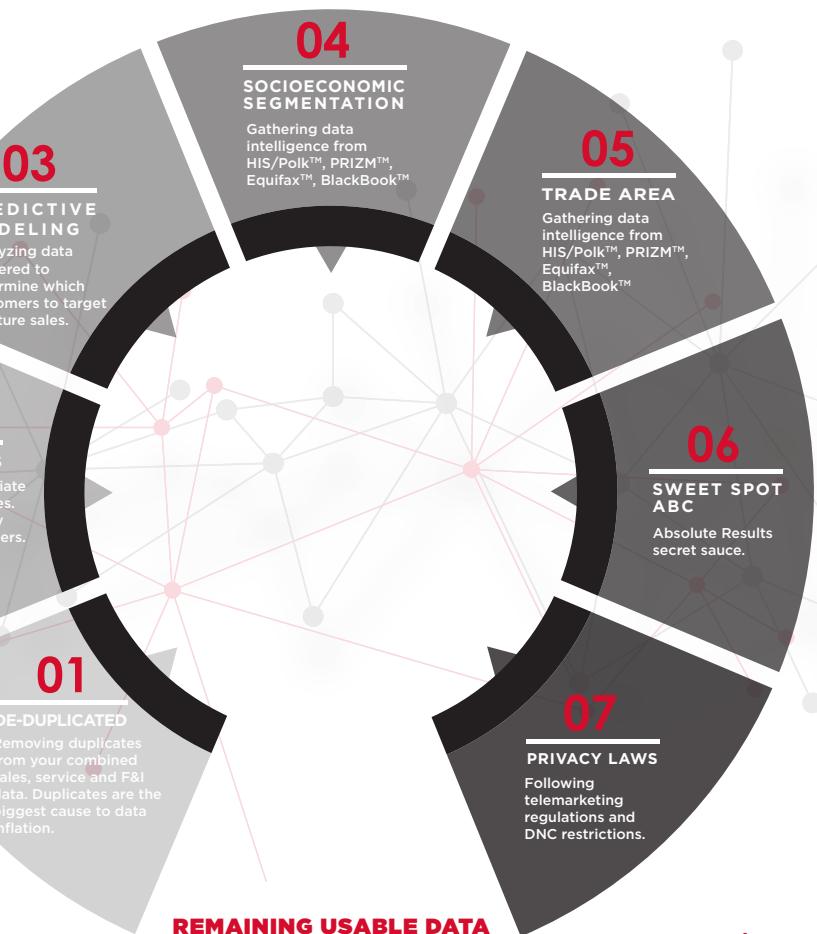
Sales Customers, Service Customers, Non-converted leads, optional conquest data (60% + of trade-ins are between 18 to 42 months old).

We Target A & B grade customers in your database.

1. Customers that purchased at your dealership.
2. Customers that service with you but have not yet purchased.
3. Non-converted OEM and corporate campaign e-leads.

INVITE THEM TO YOUR NEXT EVENT WITH ABSOLUTE RESULTS!

SALES, SERVICE, FINANCE, DMS/CRM

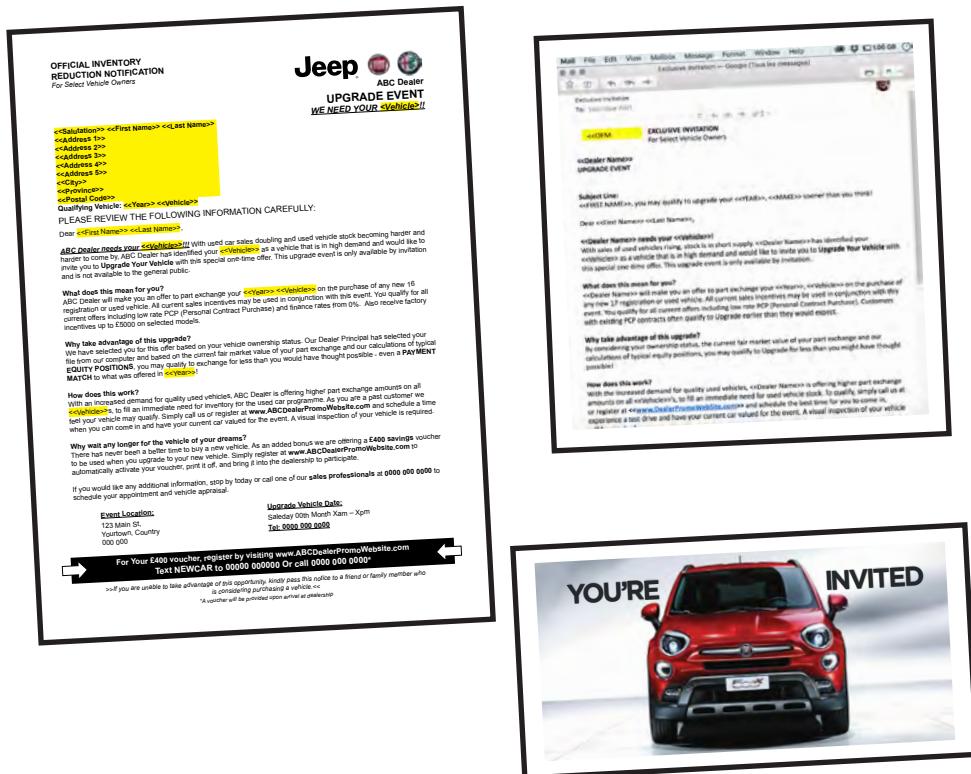


Helping you ‘Connect’ with your customer.

Mailed Invitations

A standard event provides 600 premium mailed invitations (recommended 150 to 200 invites per sales professional)

Our Marketing and Event Coordinator (MEC) will help you select the most powerful invite for your event.



Digital Marketing - SMS - E-mail

Our proven Tech Campaign options ensure strong response providing your team with market leading conversion rates.



Sales Team Meeting

Sales Team Training Sessions

- Why Prospecting Matters
- ‘Connecting’ with the Customer
- Appointment Driven Culture
- Setting Expectations
- Sale Day Process

Our trainer will work with your Sales Team both in group and individual sessions. We reinforce this learning by further coaching your Team in a ‘live showroom environment’



|7

Booking strong appointments using the ‘Intelligent Phone Call’ process.

By leveraging our proven ‘Intelligent Phone Call’ process and implementing the ‘GamePlan’ that your team helped our trainer create, you will typically generate more than 12 appointments per Sales Professional. We help elevate your Team engage your customers and deliver show rates in excess of 70%

ABSOLUTE RESULTS
Intelligent Phone Call Resource - UK
Hello this is ><your name> calling from ><your dealership name>, we sent you a special invitation... Did you get it?
We can help you to build an 'emotional connect' with your customer by controlling the first 30 seconds of your conversation. This allows you to inform your customer of the reason for your call and the benefits it can bring to them.

Step 1 - The Intro
Hello this is ><your name> calling from ><your dealership name>, we sent you a special invitation... Did you get it?
• Yes – Great...
• No – Not to worry, we can fix that!

Step 2 - First 'Emotional Connect'
Are you still driving the ><old vehicle> that you bought from us?
• Yes – Great!... More importantly ><manufacturer> wants me to ask you...do you still love your car? What do you ><love> most about it?
• No – Oh...what did you change it to, and when did you do that? Oh...sounds like we missed an opportunity... do you still love your ><vehicle they changed to>? What do you ><love> most about it?
Why – When – Where – How – What - Who

Step 3 - The 'Logical' question
Tell me, roughly how many miles are on your car right now?
Word that's ><excellent>... I am sure it's running pretty, but let's JUST PRETEND that for some reason that you wouldn't even try to want to change your car, it's only ><xx years old> and only has ><xxxxx miles on it>. I am sure it's running pretty, but let's JUST PRETEND that for some reason that you had to make a decision about changing your car today...What is the ONE THING you WILL have on your next car that you don't have on this one? Wouldn't you agree that 2 things have to happen before anyone buys a new car?... They have to find a car they love as much, if not more than the one they are driving now...and it has to make financial sense!

Step 4 - Second 'Emotional Connect'
I would like to offer you to want to change your car, it's only ><xx years old> and only has ><xxxxx miles on it>. I am sure it's running pretty, but let's JUST PRETEND that for some reason that you miles on it>. I am sure it's running pretty, but let's JUST PRETEND that for some reason that you had to make a decision about changing your car today...What is the ONE THING you WILL have on your next car that you don't have on this one? Wouldn't you agree that 2 things have to happen before anyone buys a new car?... They have to find a car they love as much, if not more than the one they are driving now...and it has to make financial sense!

Step 5 - The Transition to Appointment Close
Sounds like you are interested?
I am confident that it will allow me 30 to 45 minutes of your time on ><possible days> there is an 80% likelihood that you will purchase a new vehicle, of course we can't get it right 100% of the time but at these Private Sale events we do get it right 8 times out of 10. If Wednesday / Saturday goes exactly as planned are you likely to be busier in the morning or the afternoon? Great...what I am going to do is put you down for ><your available times>

Step 6 - Setting Expectations
Our Private Sale events are different to a normal day, things move faster typically you will spend less than 1 hour with your sales professional because we focus on finding the right car. Knowing that you are committed to making a decision on the day we do everything possible provide you figures that make financial sense!

Step 7 - Third Party Witness
We are likely to be very busy on ><appointment day>< so if you don't immediately find me upon your arrival, please ask for ><name of other person that will be in the dealership on appointment day>, they will help you find me! Look forward to seeing you then on ><appointment day, appointment times>



What We Do?

ABSOLUTE RESULTS
Welcome to your Private Sale

Prepare for your Sale by informing your entire team ASAP of the upcoming event. Set expectations early on what will be required from each member of the team to ensure success!

3 Day Agenda

DAY 1:

9:00 - 10:00am Management Prep Meeting followed by Sales Team Meeting:
Attendees: AR Trainer, GM, GSM, Sales Managers and joined by Sales Team.

LET'S GET ORGANISED! Here is what we need to discuss...

- Review the Absolute Results private sale process
- Goal setting...what are the numbers, appointments, shows, sold?
- Training session times and content (for 2 groups?)
- 'DataCheck' downloaded, printed and ready to hand out in PDF format
- 'TechCheck' explain tech leads double check for deployment and distribute
- When do we start the calls?

11:00am - 12:30pm Training Session #1 - half sales team attending
1:30pm - 3:00pm Training Session #2 - half sales team attending
3:00pm - 5:00pm 1 on 1 training - AR trainer helps you start your Sales Calls
5:00pm - 5:30pm 1st 'CheckPoint' Review - fully update 'Appointment Board' - entire team

'Review the 3 Things'
• How many calls have we made?
• How many people have we spoken with?
• How many appointments have we made?

5:30pm - 8:00pm Phone Blitz / Prospecting - entire sales team works the phones

DAY 2:

9:00am - 9:30am Progress Review with sales staff and management team:
• Where are we at?
• Where do we need to be?
• What do we need to do to get there?

11:00am - 5:00pm 1 on 1 training and/or group training:
• Your AR trainer helps you at your point of need
• Team continues to make Sales Calls throughout their day

1pm - 3pm - 5pm 'CheckPoint' Review - as above and ensure trainer and sales managers work together to confirm all appointments.

5:10pm - 5:30pm Showroom Activation & Set-Up - everything ready to go by end of today!

5:30pm - 8:00pm Phone Blitz / Prospecting - entire sales team works the phones

DAY 3: It's Sale Day...make sure it looks like you are ready for business!
Everyone ready to go and work from open to close!

Sale Day Hours

Enjoy, have fun and sell cars!

ABSOLUTE RESULTS | www.absoluteresults.com
we know how to sell cars!

©Absolute Results 2017



Private Sale Training & Sale Event Package

Live Dealership Training

- Two days training in live dealership environment
- Team and individual sessions at point of need
- Management introduction and goal setting meeting
- Two x 4-hour telephone appointment sales team prospecting

Event Facilitation

- Sale Day - Sales Team kick off meeting
- Full day sales team support, meet and register each customer, assist in closing deals, exit interview with each customer
- Event exit meeting and reporting ensures your management team can follow up all unsold prospects

Training and Sales Kits

- Showroom Kit of eighteen 22" x 17" event posters
- Customer deal jackets, registration cards, Sold signs
- Game Plan & Appointment boards (38"x28")
- Additional invitations for service and walk-in customers
- Sales Person workbooks

Database Mail Campaign

- Complete database extraction, scrub and address correction
- Database consultation using our intelligent Data Tool
- Premium mailed invitations - full colour with dealer specific offers and artwork - design printing and production
- Premium envelopes, hand stamped postage with first class option

Tech Campaign

- SMS 'text' invitations - up to 2,500 on available data
- Personalised variable print emails - up to 2,500 on available data
- Dealer Event Registration website with instant email notification
- Custom OEM / Dealer Group Challenge website with live tracking of appointments made, customer shows and vehicles sold
- Unique dealership web based portal
- Tracking of all appointments, customer details and deals into the dealer portal in 'real time' with activity reporting.

Event Scheduling

©2017 ABSOLUTE RESULTS SALES AND MARKETING

| SUN | MON | TUE | WED | THR | FRI | SAT |
|-----|------------------|-----|----------|-----------------|----------|-----|
| | | 1 | 2 | 3 | 4 | 5 |
| | 7 | 8 | 9 | 10 | 11 | 12 |
| | | | Sale Day | | Sale Day | |
| 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| | A 3 DAY MID-WEEK | | | B 3 DAY WEEKEND | | |
| 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| 27 | 28 | 29 | 30 | 31 | | |

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

EVENT STRATEGIES

01 Early month event
FAST START

02 Mid-month event
BUILD MOMENTUM

03 End of month event
STRONG FINISH

2017 Event Scheduling

3 Day Midweek

Choose this option to gain the greatest momentum for an entire week.

3 Day Weekend

Choose this option to capitalise on your Saturday traffic.

To book your event now contact:

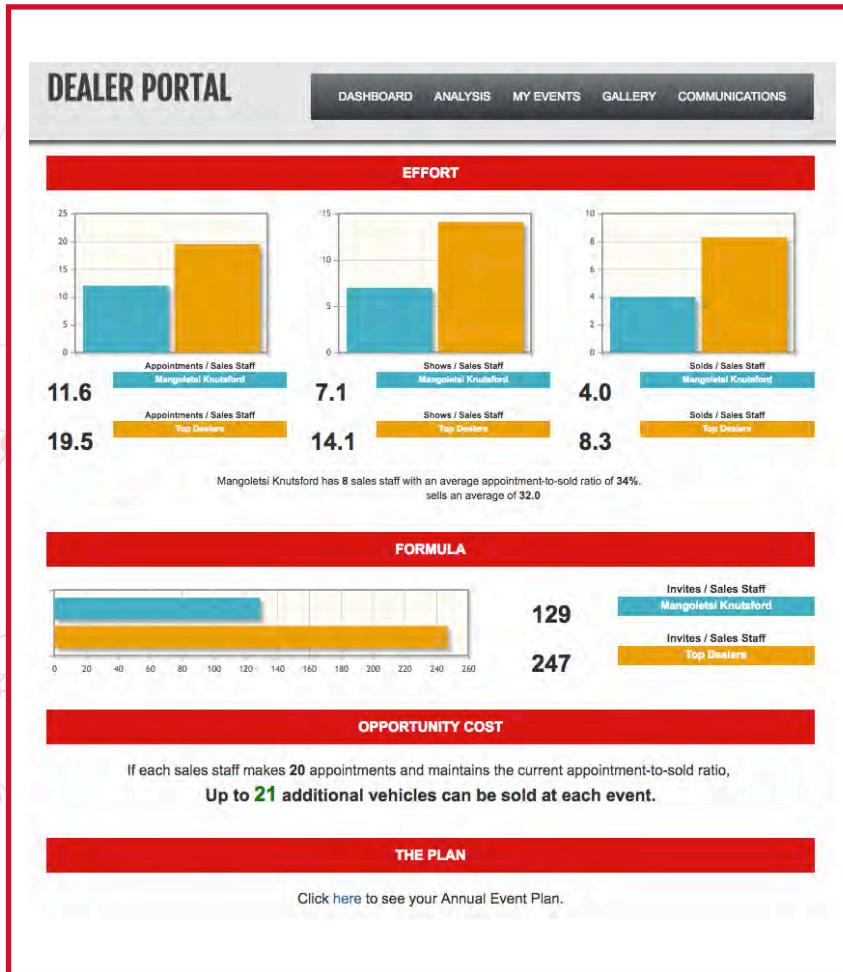
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How well did it go?

Our Dealer Portal allows us to review your past events and proactively plan to deliver even better results at your next events.



ABSOLUTE RESULTS.com

| | | |
|------------------|--------------|------------------------------|
| Dealership | ABC DEALER | Contact Person |
| Sale Date | Jan 07, 2017 | |
| Total Invites | 602 | Trainers Neill Wilson |
| # Sales Staff | 6 | Monthly Volume 35 |
| | Made | Showed % |
| Appointments | 91 | 66 73% |
| Non-Appointments | - | 8 - |
| Total | 91 | 74 |
| | Prospects % | Conquest TrackBack |
| Hot | 11 14.9% | Flyers Mailed N/A |
| Warm | 58 78.4% | Flyers Web Registrations N/A |
| Cold | 3 4.1% | Flyers Shows N/A |
| Demonstration | 73 98.6% | Flyers Sold N/A |
| | Deals % | |
| New | 36 48.6% | |
| Used | 4 5.4% | |
| Total | 40 54.1% | |

Comments

91 Appt's
74 Show
40 Sold
WOW...what an exceptional team at ABC. XXX, XXX and the sales team were enthusiastic from the start. Their attitude towards the entire event was second to none. Anton was proactive and worked the tech leads personally helping his team set an amazing 91 appointments. Training with the team and one on one coaching was a pleasure. Management who provide great support for their sales staff. Appointment show rate of 95% combined with the strong closing by the sales staff and the direct involvement of both GM Nigel and SM Anton ensured a great result. It is clear that the ABC Group customers are extremely loyal, even customers that had faced issues are more than happy to look at the option of upgrading to a new car. Mr Graham Eaton is prime exa

Recommendations

Simply do more of the same! Amazing team! It helped greatly in the morning having Kirsty form after sales service available

Post Event Summary and Follow Up Analysis. Insightful analysis of the facts and the statistics surrounding the event provides us the information to build on past events ensuring we maximise your return on investment

What our clients say?

"The team at Absolute Results brought into our dealership an enthusiasm for outbound calls and sale events; which has helped us transform the culture. The team embraced Mark and Dave's contagious energy, and wanted to learn from them. The guys are driven to succeed and wanted to work with us to deliver an outstanding result -taking this style of selling to a new level. These guys have set the bench mark for this style of selling in the motor industry. We look forward to having them back in the dealership again soon."

BMW Melbourne

"It took one meeting with Larry Smith for me to be convinced that Absolute Results had something we needed. Our meeting was in June 2016, we held the first invite only sale in September. Our trainer for the event was Mark Allen, who was professional, enthusiastic and driven! There was only going to be one result and that was going to be beyond our expectations. Not only did we sell a lot of cars, it brought a renewed energy to our team. We had a lot of fun. It was very simple but effective. My advice, get them in, listen and just go with it."

Giltrap North Shore

"Following sensational support from Amanda Kwan from Absolute Results, Mark Allen arrived with a level of enthusiasm never seen before at Ferntree Gully Nissan. The Sales Team immediately engaged with Mark and any level of scepticism vanished.

In the two days prior to the VIP event the Sales Team in conjunction with Mark contacted over 1000 customers and I have never seen the level of engagement in calling customers before...it was sensational. It was obvious that Mark knew that if the process was followed we would sell cars on Saturday. And we did....The event itself was well beyond all our expectations with a steady flow of customers all day.

WOW, Appointments Sell Cars. We all know this though the process delivered by Absolute Results was seamless, engaging and totally professional. The change in our teams outbound call technique has delivered immediate and ongoing success...

A massive thanks to Mark Allen and Amanda Kwan"

Ferntree Gully Nissan

"The absolute result sale was a great success at Gold Coast Volkswagen, with the whole team embracing the experience. With Robs guidance, motivation and assistance, we managed to have our best selling result in a single day. I am extremely satisfied with the ease of the process of the private sale event and cant wait until our next upcoming event!"

Gold Coast VW



F.A.Q

HOW MUCH LEAD TIME IS NEEDED PRIOR TO YOUR EVENT DATE?

For repeat customers with data on file we need 21 days to prepare, for new dealers we request 30 days

HOW MANY DAYS IN AN EVENT?

Our trainer will be in your dealership for 3 full days. Typical format is to have 2 days of boardroom and live showroom training followed by a 1 day sale.

WHEN IS THE BEST TIME TO RUN AN EVENT?

Many dealerships run our events early in the month to gain momentum, others choose a date later in the month to boost sales or close the month strong.

WHAT IS THE BEST DAY OF THE WEEK?

Dealers have traditionally chosen Saturday events, but 42% of our events now take place on a Wednesday as dealers discover the impact a midweek sale can have on their weekend following the event. Typically we find dealers 'net' more car deals with strong follow-up off a 'midweek' event than after a 'weekend' event.

HOW MANY VEHICLES WILL I SELL?

This depends on the number of customers contacted, appointments made, and the quality of the database. On average in the UK we help each of your sales team make 12 appointments and sell 5 cars at each event.

IS THIS A NEW VEHICLE EVENT?

Most of our events are focused on new vehicles, and over 80% of the cars sold are new. We also offer CPO and Pre-Owned Events in several markets. The event will naturally boost your used car departments with 85%+ of sales providing a part exchange and 70%+ are less than 48 months old.

WILL THIS EVENT WORK FOR OUR PREMIUM BRAND?

Absolute Results is the preferred vendor for many premium and luxury brands globally. The VIP feel of our events resonates well with luxury buyers and our marketing is customised to Brand standards.

DOES THIS EVENT WORK, EVEN IN VERY CONSERVATIVE MARKETS OR WITH AFFLUENT CUSTOMERS?

Affluent buyers are indeed capable of making same day buying decisions, in fact they pride themselves in their ability of visiting a dealership and fulfilling their desire to make a high value purchase.

HOW MANY EVENTS CAN A DEALERSHIP RUN?

Even dealerships with a small database have proven that they can run events every quarter. We have some dealers now successfully running monthly events

Who We Work With



Notes





“Appointment Driven” Private Sale Events

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