

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.