

what we do

3 WEEKS PRIOR

- » Link to dealer portal and discuss Event Strategy
- » Send you a Dealer Agreement
- » Request your Sales/Service & Finance data

2 WEEKS PRIOR

- » Provide proofs to develop and finalize invitations for your event
- » Analyze, scrub and grade your data and send a snapshot summary to you
- » Have invitations printed & mailed

1 WEEK PRIOR

- » Ship your training and merchandising kit
- » Send confirmation of Tech Campaign deployment
- » Trainer will call you to discuss keys to a successful sale

2 DAYS PRIOR

- » Trainer arrives
- DAY 1
- » Management meeting
- » 2 training sessions
- DAY 2
- » Appointment review with Management
- » 2 training sessions

event day

- » Create Buzz in Showroom
- » Engage the customer
- » Help Sell Cars

what you do

- » Decide on strategy & dates for Event
- » Return completed Dealer Agreement
- » *New Dealer* – Complete & return Dealer Information Form
- » Send Sales/Service & Finance data

- » Review and approve proofs for print so invitations and flyers can be mailed on schedule

- » Management to review strategy with Trainer
- » Confirm sales team schedule for Day 1 & Day 2 for training
- » Make calls to book appointments, and to be present on sale day
- » Receive confirmation of Tech Campaign
- » Accept showroom kit

- » Management to review strategy with Trainer
- » Sales team will make calls and book appointments with customers

- » Sell Cars

**road to
success**