



hello

Absolute  
**RESULTS**



***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 timelines 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,

Jeff Williams – President

***our three  
pillars***

**Trainer**



**Creative**



**Data**



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

# trainer

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

They bring value by educating your sales team for 2 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 day they will meet every customer and register them for the event.

Then hand over your customer to your sales team and continue to assist in all needed areas. Most importantly they 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

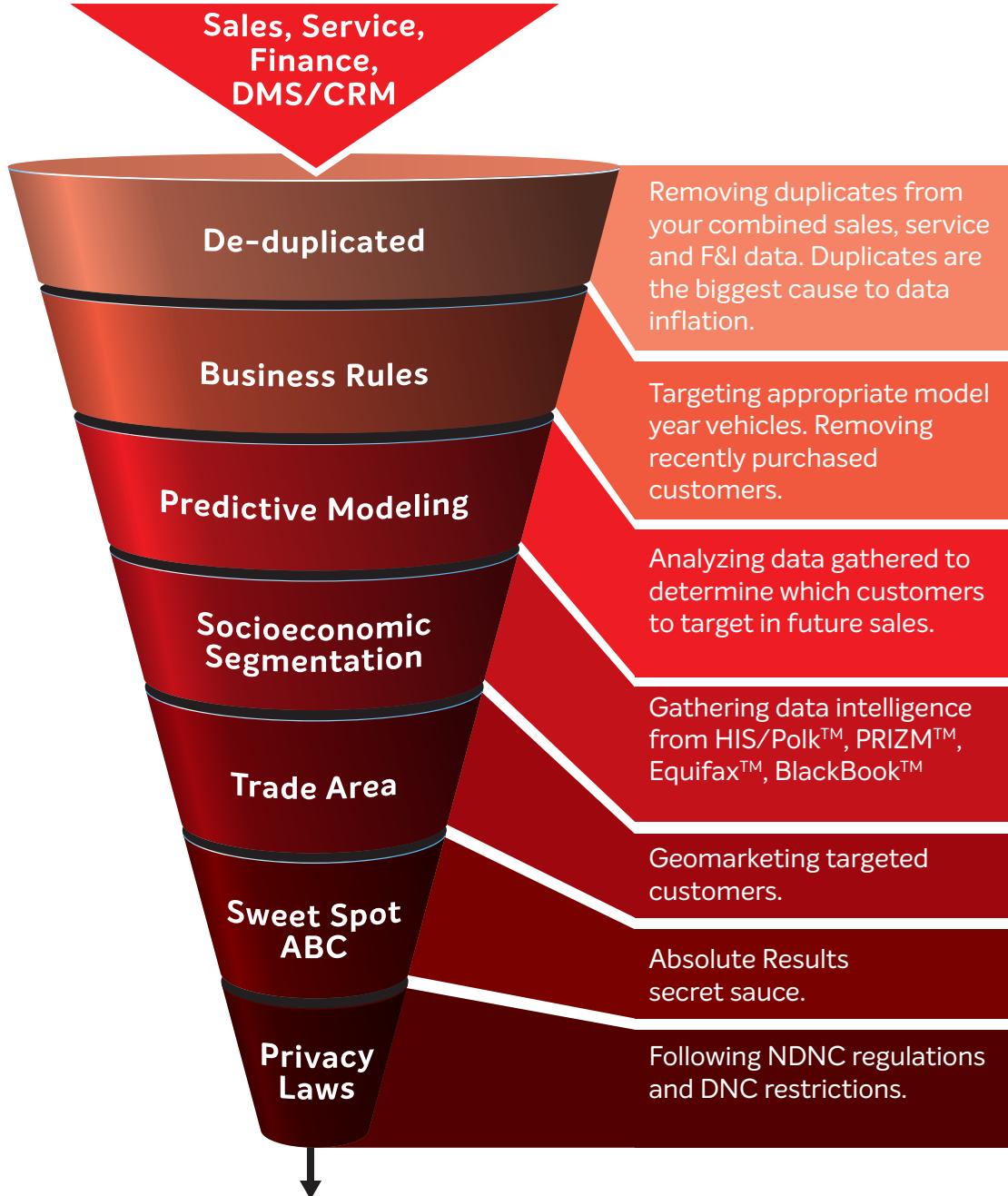
We have a team of over 20 data analysts who turn BIG DATA into car sales. Even before your Private Sale is booked we are working to make your event a success.

Our team researches data sources, customer purchase behaviors, financial options and privacy regulations<sup>\*</sup> 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.





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

## **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***

## 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

## You can also enhance your Private Sale with:

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

## Behind the scene we also do a complete Data Analysis:

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



## ***gearing up for sale day***

As you may know, there is a lot that goes into getting your Private Sale mailers in your customer's hands 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 ensuring all the deadlines are met so you have a successful event.

*To help keep you on track. "It is as easy as*



*sale day!"*

## 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**

