



CASE STUDY #1

A Moving Event Sale

The Project:

Call 2,316 of the dealer's customers who are driving a specific model car. Invite them to a Moving Event Sale to reduce inventory prior to moving one of the dealer showrooms to another location. Invite the customer to come in for an appointment. Send an email to the sales staff immediately when the customer makes an appointment to come in or requests a sales call from a dealer sales representative.

The Script:

"Hello, I'm calling on behalf of <Dealer Name> with a terrific offer for you. We're moving to a new state-of-the-art facility just 1 block south of our current location. We're moving to provide better service to our valued customers for Sales, Service and Parts.

"Since it's so expensive to move, we don't want to move everything. As a returning customer, you can save on a new <Make and Model> of your choice. And, if you still own your <year> <make> <model>, you can trade into a new <Make>, retire your existing loan and possibly lower your payment with no money down.

"And, we're offering a free 127 point inspection, free car wash and discounts on parts in stock. May I set up an appointment for you to discuss these deals in more detail?"

The Cost: \$5,461 (2,316 records x \$2.25 plus \$250 setup)

The Results:

35 Appointments Set to come in and discuss new vehicle (\$5,461 / 35 = \$156.02 each)
68 Requests for Sales Rep to call customer to discuss details (\$5,461 / 68 = \$80.30 each)
103 Hot Prospects (\$5,461 / 103 = \$53.01 each)

Sample Comments:

- Customer is interested in buying his current leased vehicle or something similar. His lease is up on Oct. 10th, 2010. Customer would prefer to be contacted on his business tel# 1-xxx-xxx-xxxx between the hours of 9am-4pm. Would prefer to speak to <specific sales rep name> only.
- Customer is interested in a 2010 <model> or newer and would like to trade in her 2008 Escalade. Vehicle has a little over 32,000 miles. Customer says she is willing to buy a vehicle only if remaining balance on Escalade is paid off.
- Customer is currently leasing and would like to upgrade to new model. Customer would also like free car wash.
- Customer would like a call back for more information. Please call tomorrow morning between 9AM and 11AM.