

THE TARGETS ARE



THIS QUARTER

To help deliver the required numbers, here's a few suggestions as to how to make that extra bit of difference and spread the word...

1. "Like" us on Facebook and spread the word. Ask your family and friends to do the same thing.
2. "Follow" us on Twitter and re-tweet our "Tweets". Ask your family and friends to do the same thing.
3. Book some product placements (Claire Ellis can assess availability and organise this for you). We've quite a few options with this.
4. Print off our "Managers Specials" and make sure every visiting customer leaves with a copy, including those customers visiting service and parts.
5. Print off our weekly Used Car Stocklist PDF and make sure every visiting customer leaves with a copy, including those customers visiting service and parts.
6. Check with the Bodyshops for any customers with a written off car – they will need another one.
7. Ensure that we distribute any auto-issue marketing material from the franchises – either to customers at the dealership or via Steve Mawby in the Direct Marketing Department.
8. Use our "We Want Your Car" A4's to assist in getting a discussion happening with selected service customers. If you've run out, or the vouchers have expired, ask Claire Ellis or Helen Redfern to arrange for new ones to be printed.
9. Re-contact any Dealerweb or Contact Advantage "dead leads" that visited 2 or 3 years ago – they might be "in the market" again. We have letters in our "Letters Suite" to help with this – please ask Steve Mawby for assistance.
10. Tell someone (a friend, a family member or even a stranger) about your best deal in the dealership. The news might travel.

We hope you found these ideas helpful – see if you can integrate them into your activities if you're not doing them already.