



## Sales Events That Sell

CRM Solutions

U.S. and Canada

Reynolds Owner Loyalty Event

Give your customers a compelling reason to buy. Reynolds Consulting Services helps you prepare for and manage profitable events by targeting the right lease and retail customers with new vehicle offers that appeal and sell.

### Reward Loyalty

Use your customer information as a resource for building loyalty and sales. By effectively communicating with your customers, you'll sell more vehicles and increase customer retention.

### Prepare for Success

Whether your goal is to host retail or lease renewal events, or service to sales events, Reynolds Consulting Services will work with you and your staff during two in-dealership visits to define your event, set it up, and meet with your customers to begin the sales process.

With the help of your staff, during the first visit we will:

- Create a focus and devise reasons for customers to attend your event.
- Work with you to clean your dealership management system name file so issues with duplicate names, incorrect addresses, and Do Not Call flags are addressed before customer mailings go out and calls are made.

- Help you create a mail piece for targeted customers, develop a process for completing the mailing, and build scripts for follow-up phone calls designed to help schedule customer appointments.
- Assist you in building and managing a plan for your event to be successful.

During our second visit, we will:


- Help ensure your event is ready to launch.
- Coach your staff on how to greet each customer and make a professional presentation that will give your customers a reason to purchase or lease a new vehicle from you.
- Define event metrics to help you measure the success of the event.
- Determine a future plan for continued customer database marketing.

Reynolds Owner Loyalty Event

Complete this chart below to identify additional sales potentially generated by a Reynolds Owner Loyalty Event.

Insert Average Monthly New and Used Vehicle Unit Sales	Potential Owner Loyalty Customer Retention*	Owner Loyalty Event Potential Sales Lift (Multiply Column 1 x 2)	Insert Current Average Gross Including F&I	Additional Monthly Gross due to Owner Loyalty Events

\*Typical observed lift is 10-15%



**OWNER LOYALTY EVENTS**  
VISIT 1 DEALER/GENERAL MANAGER MEETING

**SAMPLE METRICS COLLECTION FORM**

Owner Loyalty Event Metrics						
Dealer/Op:	Event Dates:					
	End of Event Totals		16-Day Totals		33 Day Totals	
	Number	%	Number	%	Number	%
Invitations Sent	100		100		100	
Appointments Set	25	25%	30	30%	35	35%
Appointment "Shows"	12	48%	15	50%	18	51%
Deals Closed (Others)	10	83%	13	87%	15	89%
Deals Sold to Other	5	70%	6	69%	7	74%
Sold to Appointment Set		20%		30%		34%
Sold to Invitation		7%		9%		12%
Gross Profit	\$10,000.00		\$12,000.00		\$15,000.00	
Cost of Event	\$1,000.00		\$1,000.00		\$1,000.00	
Total Profit	\$9,000.00		\$11,000.00		\$14,000.00	

Sales Analysis						
	End of Event Totals		16-Day Totals		33 Day Totals	
	Number	Profit	Number	Profit	Number	Profit
New Vehicles	4	\$8,000.00	6	\$8,000.00	4	\$8,000.00
Used Vehicles	3	\$3,000.00	4	\$4,000.00	3	\$3,000.00
Lease Contracts	2	\$3,000.00	4	\$5,000.00	3	\$3,000.00
Finance Contracts	3	\$3,000.00	3	\$3,000.00	3	\$3,000.00
Cash	2	\$2,400.00	3	\$2,400.00	2	\$2,400.00

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**For more information on  
Owner Loyalty Event, please  
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