

Drive Profits with Quick Customer Contact

POWER

U.S.

Sales and F&I

Outbound Correspondence and Communication for Front End Operations

Ask Yourself...

- ? How much money have I lost on prospects that went somewhere else to purchase?

- ? How many messages go unread because I'm not using my customers' preferred method of contact?

- ? How many of my customers purchase an extended warranty or other aftermarket products somewhere else after they purchased their vehicle?

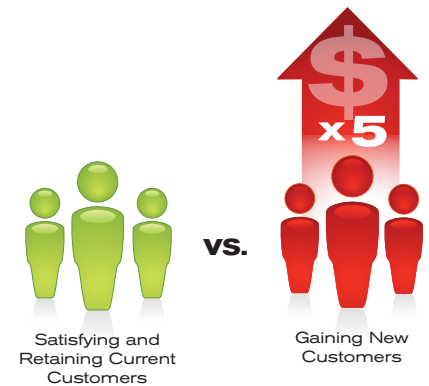
- ? Do I lose sales simply because my prospects found out about incentives from other dealerships?

Expect Results

- Increase sales with correctly timed follow-ups with prospects and customers.
- Eliminate unnecessary mailing costs by communicating electronically for all customers who prefer email or text messaging.
- Improve the standard communications you already have with your customers by using custom templates designed to improve the quality of your communications.
- Increase customer satisfaction and engagement with ideal follow-up correspondence based on defined events and criteria in your system.

¹ Benchmarking Study - F&I and Showroom

How Are You Reaching your Customers?



Gaining new customers can cost 5 times more than satisfying and retaining current customers.¹

About Front End Operations Outbound Correspondence and Communications

Compliment your existing marketing efforts with quality one-to-one communications. Create customizable emails, letters, postcards, and even text messages that can be sent to specific groups of customers using the exact criteria that you choose.

Customized Contact - FRM

Template Info

Type: Email

Name: FRMAFM Description: F and I Aftermarket Upsell

Printer: Station: X88

Print Data

Field Description	Length	Print Data
BUYERADDRESS	35	1 REYNOLDS WAY
BUYERCITY	35	DAYTON
BUYERFULLNAME	100	TKACHUK, PETE
BUYERNAME	40	TKACHUK, PETE
BUYERSTATE	2	OH
BUYERZIP	15	454301586
DEALERSHIPPHON	25	(713) 555-1212
FANDIMANAGER	40	CHAPPELEAR, TOM

Note - Prompt fields, highlighted in the Print Data column, are required before emailing/printing letters.

Text Message

Although POWER will send your entire text message, some carriers may n

Available Options for Contact

Buyer DAVID_PEMBerton@REYREY.COM

Preview

Sending Information

From: RC0004crm@reyrey.com

To: DAVID_PEMBerton@REYREY.COM

cc:

bcc:

Subject: It's not too late...

Attachments:

Message

Dear PETE TKACHUK,

It's not too late! That's right, even though you are already driving your new 07 FORD F-150 you can still get the peace of mind in knowing that your investment is protected. The manufacturer warranty on your F-150 will cover any unexpected mechanical problems with the vehicle for the first 3 years of ownership. What about after the manufacturer warranty runs out? We have several options available for you. To get more details about our extended warranty plans and financing options, please click on the link below.

Send (F12) Close

Outbound Correspondence and Communications
for Front End Operations

Options

- Communicate with your customers the way you want, when you want, with a targeted customer follow-up tool
- F&I Deal Follow-up – Communicate with customers that recently purchased vehicles to penetrate aftermarket sales like extended service contracts.
- F&I Deal Notification – Communicate to everyone involved in the status of a particular deal: customer, salesperson, finance company, insurance, etc.
- More Outbound Correspondence and Communication options available for the Business Office and Back End Operations.

The fastest way to increase your sales is through proactive communications and timely follow-up. Reach out to your customers when they're most likely to respond.