

docuPAD[®] System Dealer Marketing Idea: Commercial Script

Why buy at <Insert Dealership Name>? Because we want you to enjoy every step of the car buying process, not dread it.

Our sole focus is on you and the experience you have in our stores. We've invested in the latest technology to help you better understand and enjoy the car-buying process.

In fact, your experience in our store will be so memorable you'll want to tell your friends about it. Check out what other customers are saying on our website <insert website url>.

Customers used to tell us they dreaded the paperwork process but now, it's simple and hassle-free! Others say it's a fun, enjoyable, way to purchase a car.

Visit <Insert Dealership Name>. We're changing the way you purchase a car.

Or

At <Insert Dealership Name> we provide the best customer experience in the area. You no longer have to negotiate prices. You get the best deal in town from the start. We're changing the car buying experience in our store with new and exciting technology not typically found at dealerships.

Customers used to tell us they dreaded going into the finance office but now with the technology we've invested in, they tell us it's fun and they enjoyed the new interactive experience.

I invite you to come check it out for yourself. Visit <Insert Dealership Name> today!