

**"7 Super Profitable, ZERO to
Very Low Cost Ways to Bring
in a
Flood of NEW Customers into
Your Motor Dealership"**

*Helping You Create Happy, Excited and Enormously
Grateful Customers For Life!*

**A Special & Confidential Report by
www.MotorLoyalty.com**

If you're looking to fill your dealerships with lots of NEW first time customers *and* have them stay with you literally, forever, this report will help you do that.

The information you find here is extremely profitable. Please don't make the mistake of thinking that because you don't have to pay for this special report, that the information isn't valuable.

If you were to personally consult with a 'real' marketing professional for this equivalent information, you will be paying out *thousands* for it... *and yet...* it would still be well worth your investment.

In fact, we have invested tens of thousands of pounds in marketing advice, for our business, as well as for our clients' businesses, so what you're reading is our investment, in you,

WARNING:

Frankly speaking, if you don't deliver an extraordinary experience, where your customers can't say enough good things about you, to themselves or to others, then the information in this report won't be that effective for you - because that's the *secret* to getting your customers to stay with you for years on end – **delivering an extraordinary, unforgettable service that makes them feel like they've reached heaven on earth... every single time.**

With that said, here are 7 ways that are guaranteed to bring in a steady stream of customers into your Motor dealership, if you choose to use them and put them into action.

1. Create an *Irresistible* Offer.

The fact of the matter is MOST offers (universally, for ANY product or service) aren't exciting or irresistible enough to want to make a prospect literally drool over what's being offered.

Or, if the offer is irresistible but isn't communicated in a way where the prospect can sense and see there's a great deal on the table, that has them literally drooling over it all, then sales are lost and, so is the possibility of a long term customer.

"Buy this car at X% Off with X year's free service at X monthly instalments."

That's the usual run of the mill proposition.

Now, for a prospect who is READY to purchase a car, that may seem to be a good enough proposition to them because they're in the market for a car and will most likely make a purchase soon enough.

However, what about the new prospect you're targeting with your advertising or marketing? How would you then structure your offers? Would you use the same proposition outlined above?

Not if you want to have new prospects coming in and re-thinking their car buying priorities.

Sweetening the Offer Pot is what'll bring in sales and new excited customers. And so, you want to put out your best, most irresistible offer possible.

So, something like;

Try this Car Out For X days
We'll Drive it To You
We'll Give You X Amount of Fuel
Take Your Family Out in It
Enjoy What It Can Do For You We'll
Come and Pick It Up From You In X Days.

If You Like It, Buy It At a Price That'll Knock You Out
If You Don't Want It, That's Fine. We May Have Something
Else For You.

Oh, And Here's a Complimentary Coupon For a Meal For Two
at Zizis We've Bought For You

A version or variation of that offer is certainly MORE irresistible than your prospects will have ever seen or been used to.

And, when you consider the VALUE of one customer, you can see that by doing this kind of creating of irresistible offers, it will literally leave your prospects with their mouths hanging open in awe at what they're getting.

Not only could you try this for NEW customers whom you would carefully vet and put through a qualification process, you could do so for past customers who haven't purchased from your dealership for X years.

Creating *irresistible offers* is the foundation to great marketing. If you've found that your current offers aren't that enticing or inviting enough to new, first time, customers, use the above, (or a version of it) and you'll see an increase in first time customers – who then, if done right, will fill your dealership with other friends and family members.

2. Create a Simple Relationship with Other Business Establishments on Your 'Patch'

What if you could get a handful of local businesses to hand you a regular batch of *ready to try* customers, **how many local businesses would you like to help you grow your motor dealership?**

You may have found that having a dealership lot (forecourt) full of cars doesn't necessarily flag down all the possible people who are your ideal customers.

You can however, enlist the help of other businesses to help reach your ideal customers.

So how would such a relationship work?

It's done by making a simple approach to specifically chosen businesses that could recommend you and dealership.

Now, most business people, if asked, and if the idea was presented well, would be receptive to the idea... though, they would also want to know...

“...what’s in it for us?”

And you’ll want to answer that question in the most appealing way possible from your new partner’s perspective, because...

“Just One Happy Customer From Them Can Open Incredible Doors For You To *Their* Circle of Friends And Acquaintances That You Wouldn’t Know Existed!”

So for example; suppose you have a nice respected restaurant in your geographic area; how would you tie up a relationship that would work out trumps for the both of you?

Well, you could pay for a simple mailing that the restaurant owner sends out to his loyal clients, telling them about an incredible offer he’s arranged for them.

He then goes on to recommend your dealership with a specific offer tied to a specific deadline (maybe a trial version of the Irresistible offer created in No1 above.

How would the restaurant owner benefit?

You could do a number of things for them.

1. You could offer him a fee for the usage of his customer names.
2. You could offer him a percentage of the sales that are made via this strategy.
3. You could give them a vehicle to use for their benefit for X period of time.

The permutations are endless.

You just need to create something that has the Restaurant owner thinking that the whole proposition is a complete no brainer and they’d be missing out in a big way if they didn’t go for the arrangement.

Now here's the beauty of this strategy;

You could replicate this same strategy with any number of businesses where you would, for a very nominal cost, be in front of a great number of possible prospects... all thanks to the implied endorsement of the owner of the various businesses.

3. Geographic Target Marketing

It's possible that the majority of your customers come from a 1 to 5 mile radius of your dealership. Not always, but possible. If that's true, then it will be profitable to begin a series of mailings, locally, to your most ideal customers.

And how do you find out who exactly are your ideal customers?

Either by looking at your customer records if you have them and seeing what similarities exist between them. (or by making an estimated though accurate assumption.)

For example,

Do you know the age range of your current customers?

Do you know what kind of profession, job or career they're in?

Do you know where the majority of them live?

Do you know their marital status?

Do you know if they have children?

Are they interested in sports? (if yes, what sports?) What are their musical preferences?

Did some pay in a lump sum or by instalments?

What colour car was most popular of each Brand and model?

The more you know about your existing customers, and the similarities that exist between them, the more you can target *more* of them and can create specific targeted mailings to those who are SIMILAR to them, based on your information.

So, for example, if you know that a good number of your clients purchase a particular model of car because of wanting to upgrade, are 50 years and over and they live in a certain geographic catchment area near to you, you could send a mailing around something like ...

**“Special FREE Invitation For New Customers Over 50
Years of Age Living in X Area Looking to Upgrade Their
Vehicle To A... ”**

And, it's possible to find out the households who have people living in that area who are over 50 years of age.

The more precise and accurate you can be with the WHO are your ideal customers and match that with a relevant, irresistible offer, the more the likelihood you are of winning *new, ecstatic customers!*

And, as an additional marketing and communication secret, one that you can be sure most dealerships and car franchises simply don't employ, is the power of *sequential mailings*.

What that means is that a communication piece may not be seen or responded to the first time around by the recipient. Or, it may not have been responded to in a timely manner because it was put away to be responded to at a later time.

Sending a follow up communication mail, and probably, a third mailing piece, can bring super rewards.

4. Get The Press and Media To Help You!

The most effective, low cost way to bring attention and interest to your Dealership is to enlist the media to help you.

In fact, when you hear '*low cost*', have that mean... FREE!

So why would the local press or local media want to help you?

Because, when you have something of *true interest*, something of *real curiosity and intrigue*, the press and media want to hear about it. They'll want to spread the word about it. They want their readership to benefit.

And here's the important reason of all regarding the press and media:

The media lives and dies by NEWS, so why not make their job easier and give them something newsworthy that'll not only help their readers and listeners, but will also; **highlight you and your Dealership!**

Now you can't simply send a piece to the newspapers or radio that has nothing of benefit to the public, something that only promotes you and your business; that won't work because it'll seem like a direct commercial communication soliciting business, and nothing else.

However, if you have a press release or a media article that has a curiosity based angle to it, it will create a great deal of interest. For example -

“Sprinkler Malfunction Has Local Car Dealership Staff Swamped With New Umbrellas”

How does this differ from a Press Release saying “New Cars For Sale” ?

Well, there's something more appealing and intriguing, something that has you wanting to know more in the Sprinkler Malfunction piece than the *New Cars For Sale* piece.

And what about your local press and media representative; *what story do you think they'd be more interested in covering?*

So what's needed now is a transition from the headline of the press release, to the dealership and then, to readers responding to the piece.

For example;

It could be that the internal sprinklers were

'accidentally' set off and part of the dealership became covered in water. A staff member rushed out and bought a set of umbrellas from the nearest shop. When the local umbrella seller heard about what happened, he gave a number of umbrellas as a good will gesture to the dealership.

The tie in could be that the dealership will now gift a new umbrella to any reader coming for a test drive, etc.

Giving topical, curiosity provoking insightful and helpful information which then in turn, has the reader wanting to find out *more* is the *right* way to get the media and press on your side.

5. Look at *Dissatisfied Customers of Others* and Then... *Make Them an Offer They Can't Refuse!*

It's no secret that most businesses do a *lousy* job of retaining and communicating to their existing customers, Motor dealerships included.

In fact, if we delve into reasons *why* customers leave a business, you'll be shocked to discover that the biggest reason customer dissatisfaction occurs is because of not being constantly acknowledged, communicated to, contacted.

That piece of information can be your superior, *gain*.

Here's how:

You see, because of the instantaneous and unrelenting power of social media (*Facebook, Twitter, YouTube, DIGG and other social media sites where comments about a business can be posted*), and, with dissatisfied customers more than willing to vent their disapproval of a business experience they've had, *you could easily step in and fix things for them, to be the solution they're yet to experience.*

For example – by trawling through the various car dealerships in your local area you can make note of the various customer complaints and dissatisfaction comments, and simply contact these people (their contact details are usually visible) with a simple message like ...

Dear NAME,

I'm sorry to read that you had a disappointing experience at such and such dealership.

If you're still looking for customer friendly dealership, one that puts you first and listens to what you want, you may be interested in our irresistible offer for first time clients, etc...

If you make a commitment to employ this incredibly effective strategy at least once a month, you can't but help get a number of customers who'll be glad you showed up in their lives!

6. “But... Why *YOU*?”

On the face of it, the above headline may not seem to be a specific strategy to get NEW customers.

However, when you read on, you'll find it to be ***the*** KEY to securing the patronage and loyalty of *all* future potential customers – as well as being a concrete reinforcement to all current customers.

So let's ask that question again, this time, with specific application to you and your dealership.

“Why should a potential customer choose you and your dealership for their vehicle purchase rather than all the others in your local geographic area, or online and beyond?”

Now if you have no compelling reason as to *why* a potential customer should choose you based on the question above, then indeed, why should they come to your dealership?

Just because you've opened your doors and just because you've been in business for x years, or it's been your passion... those simply *aren't* compelling enough reasons for a potential customer in terms of the *personal benefit* they'll **experience and receive** by being connected to your dealership.

So let's make it pertinent and valuable to you;

"We've the friendliest, most qualified and most caring staff you'll ever come across whose job it is for you to experience the best pre-buying, buying and after-buying experience you'll ever have in a dealership"

"You are our most important customer and we'll never ever rush you or make you feel that you're not important... ever"

"If you aren't thrilled with your experience in our dealership in any way, let us know and we'll pay you to go to another dealership that's closest to us"

Can you see *how* by the above answers to the question WHY US... they're more **compelling, specific and benefit filled** - than the usual... *about being the best dealership in the country... or... we've been in business for x years... or... you can trust us and count on our service being second to none.*

Frankly, that's all *vague, un-compelling and boring*. The prospect or customer has seen and heard that before, from numerous others. There's nothing unique or distinctive in any of that.

Creating powerful, benefit driven, results-based outcomes in order for a prospect to *feel and measure the differences* in what you say they should experience because of coming into your dealership, is **precisely** what will stand you apart from any dealership in your local geographic area.

And it'll even differentiate you in a positive way from the 'low cost' online merchants, also!

7. Invite All Your Past or Lapsed Customers Who Haven't Frequented Your Place of Business For a While, to Come in and Do Business With You Again!

This strategy was touched on a little in the opening of this report about creating an irresistible offer in order to bring those past and lapsed customers back again into your dealership.

Now without doubt, your most profitable customer is a *current* satisfied and happy customer.

Your next most profitable customer is one who has had a good experience with you in the past, though, for whatever reason, has stopped doing business with you.

Now whatever the reason the customer stopped coming, there's an opportunity to rekindle and reignite that relationship.

And as you'll have read throughout this report, once you have a satisfied customer, and you keep in regular contact with them, they could be worth a nice little fortune to you over their lifetime.

(By the way, motor loyalty system at [Error! Hyperlink reference not valid.](#) will do for you what you may have neglected to do in the past – to keep in regular and vital touch with all your customers)

So *how* would you rekindle that past relationship, what exactly *do* you do?

The first thing to do is to make a list of all those past customers who haven't done business with you within a particular time frame.

It could be that you split the list up into the following categories: *1. those who haven't come into your business in the last 2-4 years, and anyone else beyond that time frame.*

The next thing to do is decide whether to use email, or their physical postal addresses in order to communicate to this group of past and lapsed customers.

You can in fact, test a segment of each list with both email and postal mail if you like.

So, now that you have the list of people, and you have their contact information, the next thing is to compile an engaging message.

And, you can begin it like this:

Dear NAME,

I've been looking at our records recently and I was stunned to know that we've not seen you in our Dealership in over X years.

It seems you purchased a vehicle from us in XXXX and we've not heard from you since.

I'm really sorry; it's our fault entirely we've not kept in touch with you.

If it's okay with you, I'd like to invite you to come to our Dealership where we can have a nice chat and a cup of coffee. It would be nice to see you again and find out how things are going, etc...

Plus, if you bring this letter in within the next X days, I've got an extra special gift set aside for you. It's my way of saying sorry for not keeping in touch'

Now as simple as this letter is, if you apply and use it, you'll see a certain number of your past customers come in and have a nice conversation with you. *(They'll also want to get their free gift!)*

Frankly, there are a number of hidden psychological triggers embedded in the communication piece - which I won't dissect here – only for you to know that this kind of communication really works.

And remember, once you get a customer to do business with you - *again, or for the first time* - **all the accumulative wealth and profit lies in that customer staying with you for the long term**, so don't be too hesitant in investing a little in order to bring a past customer *back* into your business.

Your Next Steps

You've received 7 proven strategies you can begin using to bring in a number of customers into your dealership, *starting immediately*.

With the economy being on the roller coaster ride it has been (*and will be on for the next couple of years at least*) there's even more urgency and importance to employ what you've read here.

You've a series of customer strategies that WILL make you more money in your dealership, *if you use them correctly*.

**This Report Has Been Brought To
You By Motor Loyalty Marketing**
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