



Direct Mail Sales Event

A PROPOSAL TO: Bill Lutes

Jan 27, 2011

By: Teresa Johnson-Lewis

The collage features several promotional cards:

- ABC MOTOR'S:** "SERIOUSLY SO OVERSTOCKED" with "BUY WITH AS LOW AS \$10 DOWN".
- GREG BUICK PONTIAC GMC:** "President CLEARANCE EVENT" and "5 DAYS THRU SAT FEB 12".
- CLERMONT DODGE CHRYSLER JEEP:** "1st Annual VEHICLE CLEARANCE EVENT" with "PAYMENTS AS LOW AS \$99 PER MO." and "PRICES FROM \$9995".
- DEALERSHIP PURL.COM:** "DEALER SU... EVERY CAR REFUSED... 2.9% ON BELT".
- OTHER CAR DEALERS:** Various cards for Dodge, Chevrolet, and other brands with offers like "50% OFF" and "GUARANTEED WINNER!".

Best All-Inclusive Multi-Media Mail Promotions In The Industry...BAR- NONE



Instant Dealer Profits Sales Events

Available Events: Staffed | Partial Staff | No Staff.

MULTI-MEDIA MESSAGE DELIVERY TOOLS

- ▶ 30,000 Pieces 11X17 Saturation Choice MAILER – 80 lb Gloss, 4/4 w/ "Scratch-off" or 10,000 Database
- ▶ 100,000 EMAIL Ads broadcast to local consumers *Opted in for email "Offers"*

LEAD CAPTURE TOOLS

- ▶ Toll Free Tracking NUMBER ▶ Touch Tone Response Line (IVR) with Call TRACKING
- ▶ 1 Pre-Approval CREDIT Application WEBSITE - Set-up Included
- ▶ 1 Code Activation WEBSITE - Set-up Included

INCENTIVES / INSURANCE ▶ \$50,000 Cash Prize GIVEAWAY- Includes Insured Scratch off CARDS ▶ Wheel of Fortune WHEEL or Life Size Black Jack Table with Custom Playing Cards, or interactive Private Labeled Gaming Site

REPORTING and TRACKING ▶ Complete Statistical REPORTING with *Missed Lead* TM Notification

EVENT EXTRAS ▶ Balloons (17") ▶ Guest Sign-up SHEETS ▶ Hang TAGS (9"x11")

What Sets Us Apart?

- **POWER OF 5!** Our Events are Multi-Media! *With Auto Technologies you don't just get Mail!*
Mail - Email - Voice Broadcast Media with *Live Transfer Technology*, **Lead Generator Window** and **EZ Credit App Website** with spokesperson (for Website for 30 days)
- We drop ship directly to the DDU. Most of our competitors do not. This ensures mail on time every time.
- We are able to turn a sale around in a week!
- We offer a complete turnkey package which has proven time and time again to generate the most phone calls and leads.
- We care about the success of your sale. We are not interested in a one-time sale with our clients. We are interested in long term relationships. As with any industry, we understand customer retention is the key to any businesses success.
- We provide complete tracking including the available names, addresses, and phone numbers of incoming callers.

Without Staff:
Add Quality Key Aluminum .10 ea - Key w/black .12 ea.
Add Call Center .06 x Number of Mail Pieces

\$14,900



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“Power of 5! Multi-Media Events!”

“Power of 5 All Inclusive Events!”