



Direct Mail Sales Event

A PROPOSAL TO: Linda Pace

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By: Teresa Johnson-Lewis

The collage features several overlapping promotional cards:

- ABC MOTOR'S:** "SERIOUSLY SO OVERSTOCKED" with "BUY WITH AS LOW AS \$10 DOWN". Includes a "USED VEHICLE" section and a "REMEMBER YOU ARE A GUARANTEED WINNER!" message.
- GREG BUICK PONTIAC GMC:** "President CLEAR EVENT" with "5 DAYS THRU SAT FEB 12".
- CLERMONT DODGE CHRYSLER JEEP:** "1st Annual VEHICLE CLEARANCE EVENT". Promotes "PAYMENTS AS LOW AS \$99 PER MO." and "PRICES FROM \$9995". Features a "TEST DRIVE CHALLENGE" and lists vehicles like the 2009 Jeep Grand Cherokee. Contact: 866-304-6018, 15859 State Road 50, Clermont, FL 34711.
- DEALERSHIP PURL.COM:** A vertical banner on the left side.
- OTHER CAR DEALERS:** Various cards for Dodge, Chevrolet, and other brands, including "2009 CHEVROLET MALIBU LS \$3999" and "2009 CHEVROLET SILVERADO EXT \$9999".
- TASTY AUTO GROUP:** "WHEELS OF FORTUNE" promotion with "VEHICLES SOLD FOR 50% OFF" and "UP TO \$250 IN CASH OR OTHER GREAT PRIZES!".

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!”