



With a Big Mamma Sale you can count on more phone calls and Ups that you've likely ever seen, from a simple direct mail program in the past. With Big Mamma you'll receive an all inclusive **Event** Program that completely saturates your market.

## Big Mamma's Instant Dealer Profits Sales Events

### MESSAGE DELIVERY TOOLS

► 11x17 Saturation Choice MAILER - 80lb Gloss, full color w/ "Scratch-off"

► 100,000 Pieces 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** ► \$60,000 Cash Prize GIVEAWAY ► Includes Insurance ► Scratch off CARDS ► Wheel of Fortune WHEEL or Life Size Black Jack Table with Custom Playing Cards

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

**EVENT EXTRAS** ► 2 Banners (3' x 10') ► 2 Under-hood Signs (30" x 42") ► 500 Balloons (17") ► 200 Guest Sign up SHEETS ► 200 Hang TAGS (9"x11")

- We drop ship directly to the DDU. Most of our competitors do not, as the cost is much higher.
- 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 infested in a one time sale with our clients. We are interested in long term relationships with our clients. 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.

**References:** Vince Ahrendosh/Pence Auto - 866-592-8689 Amado Espinosa/Stillwater Cadillac/ 651-430-2900