

ADDRESS AND PERSONALISE

Addresses and salutations will be laser printed onto your mailing to maximize the warmth of each communication.

POST

All 2nd class postal costs are included in our mailing package.

FOLLOW-UP LEADS

It is a tested fact that telephone follow-up often doubles response, so as part of the mailing production process, we produce lead sheets (or work with you to 'tag' records on your DMS) for sales people to use in their follow-up activity.

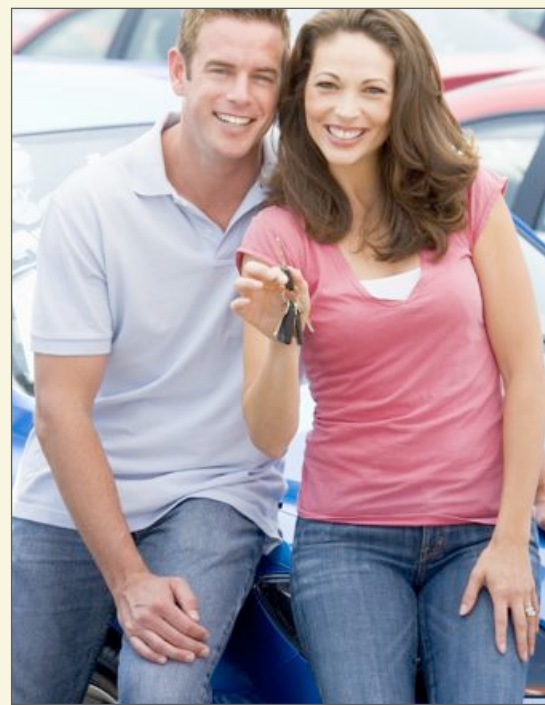
This way, you know that every effort has been made to make your campaign a success and to record the outcomes.

MEASURE RESULTS

By analysing the outcomes recorded for each lead, a summary measurement is then calculated for your campaign.

This will break your sales process down and calculate the cost of each communication, meeting and sale.

It will also highlight the results of any tests which were run.



REVIEW

Finally we review your results with you and agree on the next actions to take to develop your sales further.

BUDGET	ESTIMATE
CAMPAIGN MANAGEMENT	£575
PRODUCE AND SEND	£0.47 (MIN 200)

CALL: 01291 623355

Performance Bonus Ltd, Stuart House, The Back,
Chepstow, Monmouthshire, NP16 5HH.

www.performancebonus.com

CUSTOMERS WANTED...



WITHOUT COLD CALLING...

Because everyone hates it - you hate doing it, and your customers hate receiving random calls.

So how do you manage to keep strong relationships with customers who only buy from you once every 3 years... if you're lucky?

We help you stay 'front of mind' so they don't even consider turning to the search engines...



MANAGED DEALER MAILING SERVICE

Keep in touch with your customers and nurture your relationships with them.

Now you can cost effectively stay 'front of mind' for whenever they are thinking of buying another car.

Proven by World Record car salesman Joe Girard to boost sales, and in Joe's own words "because even word of mouth needs a little help..."

Managed Mailing Services...

CAMPAIGN PROCESS...

OBJECTIVES

Once your specific objectives are agreed, ie to whom are we going to communicate and what do we want them 'to do'? we follow the rest of our managed mailing service process as follows:

LIST BUILD

Assuming we are mailing to your existing customers. Building your list may be a simple matter of the you simply 'pulling' a list of ideal customers from your Dealer Management System and forwarding it to us.

Alternatively, you may need help 'getting at' your customer data - for example, your accounts people may be the main system users and they may need somebody who can come in, talk to the system provider and then produce a file of customer names and addresses. (Not forgetting to document the process, for when you need to do it again).

However, sometimes dealers only have customer information on copies of their invoices, and these need to be 'typed-up' into a usable customer list.

Whatever the requirement, we can help.

LIST CLEAN

Before producing any mailing, it is essential that your list is checked to remove as many instances as possible of people who have moved or died, to remove duplicates and ensure that people who have registered with the Mailing Preference Service and Telephone Preference Service are excluded from your campaign.

Our 5 point List Clean 'data scan' check is included in each campaign set-up cost and will clearly detail the health of your mailing list along with recommended actions (and costs) to correct any issues found, it covers:

1. Duplicates assessment
2. Telephone number check
3. Goneaways & movers
4. Deceased
5. MPS, TPS & FPS suppression

WRITING & EXPERIENCE

Over 20 years experience in sales and marketing for the motor trade and financial services companies has taught me how to craft campaigns that get results.

10 years of that experience was as Dealer Marketing manager at Chartered Trust (now Black Horse) and many of the programmes I devised years ago are still running and producing impressive results today.

Companies worked on include Honda, Suzuki, Lotus, TVR, Triumph Motorcycles... Plus a number of leisure and retail sector organisations... And in addition to writing clear and persuasive customer communications, we will help you identify those aspects of your campaign which are worthy of testing - eg is a higher value incentive really necessary to produce the desired outcome?

MAILING PACK PREPARATION

Whether we just need a stock of your letterhead paper for our letter to be laser printed onto, or are producing post cards, brochures, inserts and/or over-printed envelopes, you are guaranteed to receive an impressive product.