

## A Customer Loyalty Program that Delivers Bottom-Line Results for Auto Dealerships

**T**oday's auto dealer is increasingly focused on the customer, from acquiring new customers to building profitable relationships. Customer retention is quickly becoming the centerpiece of strategy for auto retailers.

While most dealerships have disciplines and techniques for selling new business, few dealerships implement successful and creative ways to consistently improve retention. **Dealerships are just beginning to realize how beneficial customer retention is to their bottom line.** Specifically, a one percent (1%) increase in incremental sales, in a domestic medium size dealership adds 7.4 % to the bottom line! From cross-selling services with targeted and meaningful incentives, to repeat purchases as a result of a consistent marketing campaign, dealers who implement effective

customer retention programs improve their image, brand, gross margin and the bottom line. A recent survey conducted by Reynolds and Reynolds placed "increasing customer loyalty" as the number one priority for auto dealers. Until now, there were very few effective programs that consistently and cost effectively "touched" the customer. Everyone should be looking at it, some want to do it, few know how.

**PPSB, Inc.**, a unit of HEARST Corporation, now offers one of the most creative and effective customer loyalty tools designed to complement a dealership's strategy to retain customers. The gift program with "Loyalty Label" provides one of the most innovative and cost-effective customer retention programs available in the market today. The secret of this program lies in its ability to combine a meaningful customer "gift" with a customized marketing message that "keeps on giving" over a sustainable period of time.

### Here's how it works!

When a customer purchases or leases a new car, the dealership offers the customer a "free" subscription to a magazine of their choice. This provides the customer with something they like, will read and most importantly leave around the house for

several weeks. A customized "Loyalty Label" is placed on the cover of every magazine issue to provide specific marketing messages to the customer. The programs unique data base management capability gives a dealership the ability to change the message every month.

**The results?** Customer retention, increased service sales, effective dealership "branding", and repeat business.

**YOUR LOGO**

A Gift From  
Dealership Name  
Phone Number

Customized sales and service message  
may be changed monthly if desired.

Recipient Name      77B16 19  
Address              TOC  
Any Town, State, Zip      BB

### "Loyalty Label"

**The cost?** While other gift or loyalty programs cost hundreds of dollars, the cost of this program is only \$16 to \$22 per customer per year and features 13 "touch points" targeted directly to each customer on behalf of the dealer, sales person or service associate!

The gift is one of the most cost-effective, results oriented programs in the industry today. Staying 'in touch' with customers and offering them reasons to come back has never been easier.

**For additional information contact:**

