

Executive Summary
Sales Results
of
B & B Marketing Event
August 2011

Prepared for:



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Approach . . .

Direct Mail – 15,000 pieces ~ **Sniper Marketing**



Results . . .

Catapulting Your Dealership to the Next Level!

ROI (Return on Investment) of 617%

For each Dollar Invested . . . You received \$6.17

Total Invested \$18,995 . . .

Total Return \$117,137

10 Days = \$117,137

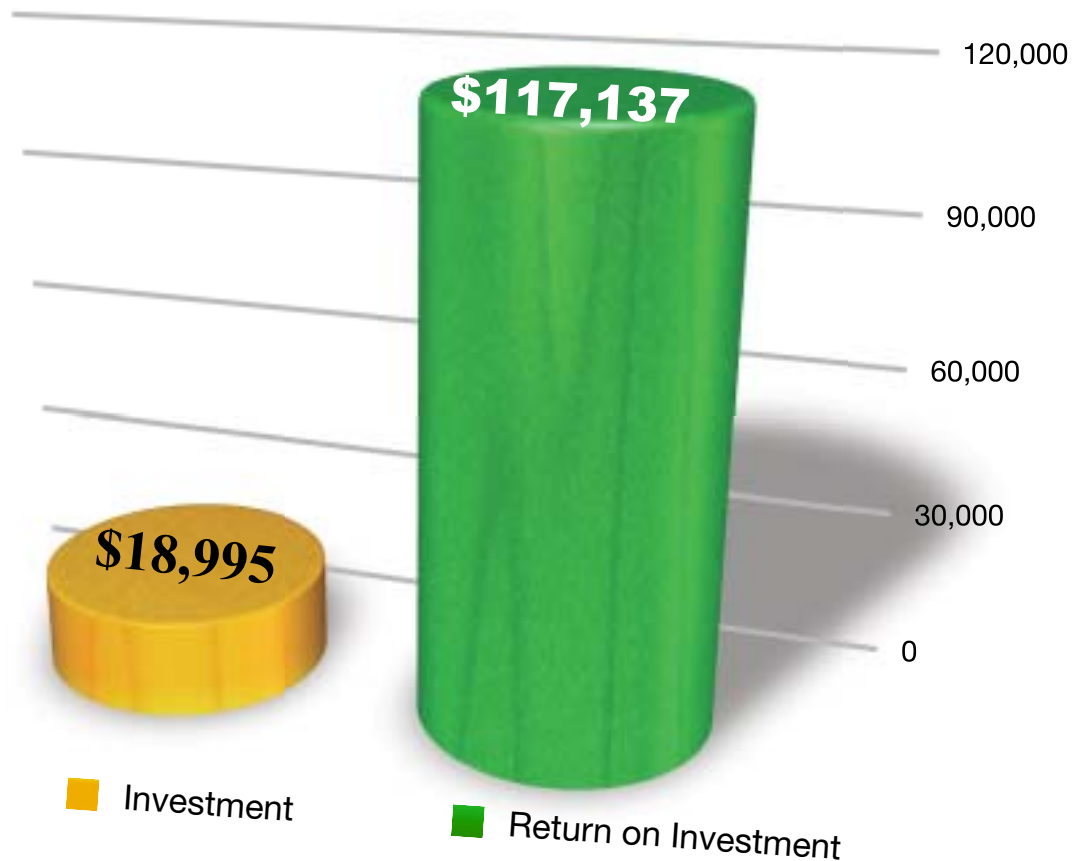


Custom Solutions for Marketing and Training

Graph Presentation . . .



Return on Investment



ROI (Return on Investment) of 617%



Overview . . .

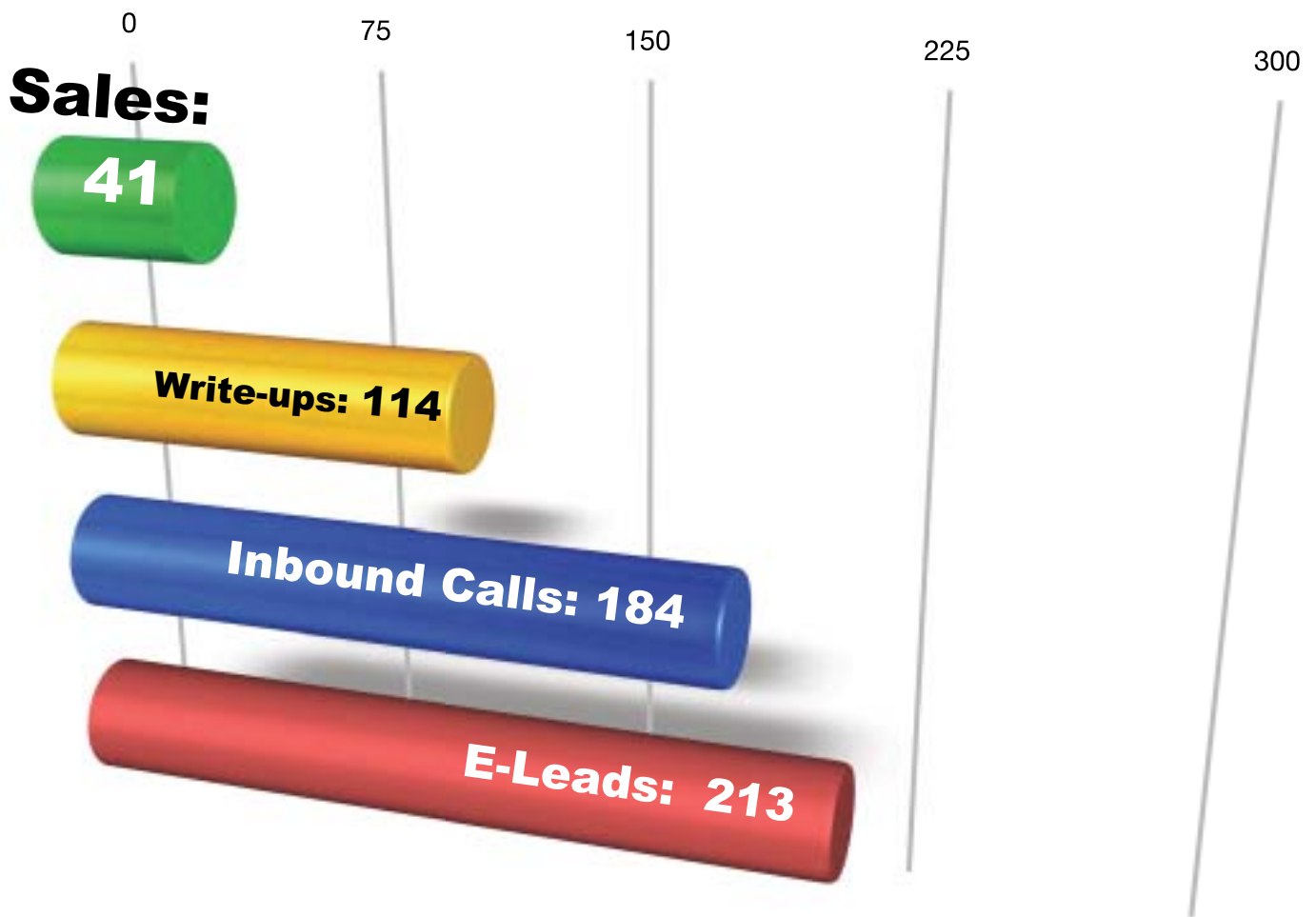


Summary of the Sales Results of the B & B Marketing Event August 2011

- **41 TOTAL Sales from the mailer**
- **Total Gross \$117,137**
- **New Vehicle Gross \$ \$93,323**
- **Used Vehicle Gross \$ 23,814**
- **Per Vehicle Retail (PVR) \$2,857**
- **617% Return on Investment**



Graph Presentation . . .



 **SOLD**  **Attendee's**  **Inbound Calls**  **e-leads**

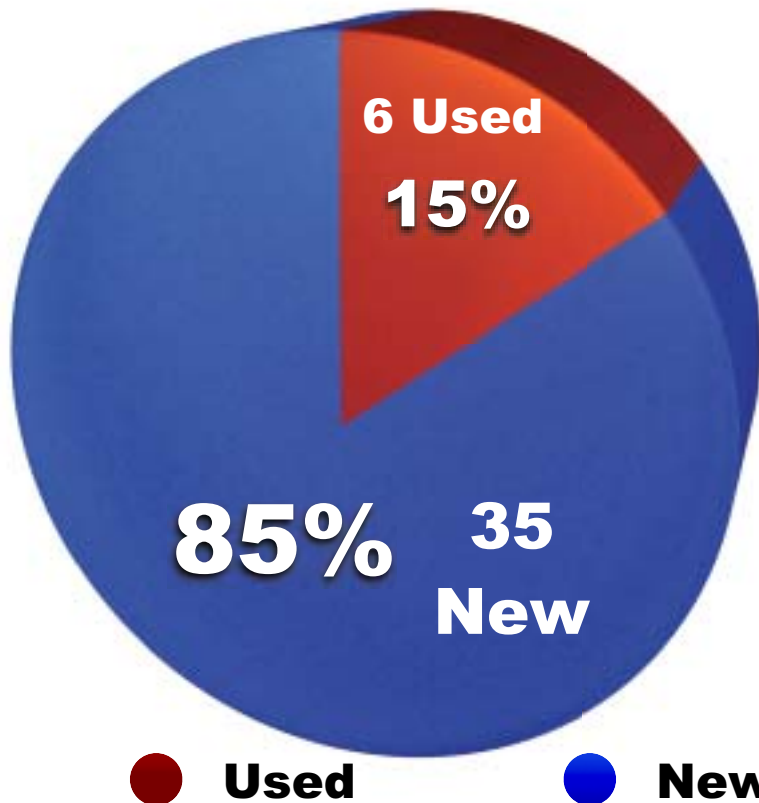


Virtual Solutions for Marketing and Training

Graph Presentation . . .



Breakdown of Sales Results by Units • **Used** vs. **New**



Description	Number of units	%
New	35	85%
Used	6	15%
TOTAL	41	100%



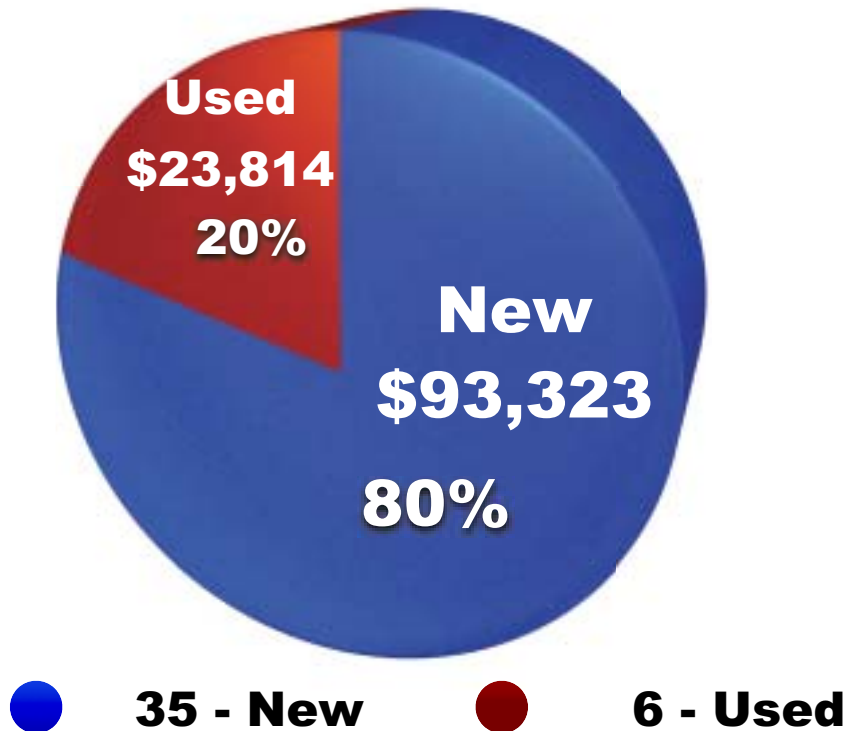
Graph Presentation . . .



Breakdown of Sales Results

by **Dollars**

Used vs. **New**



Sales Results	Dollars	%	Ave. Per Unit
35 - New	\$93,323	80%	\$2,666.37
6 - Used	\$23,814	20%	\$3,969.00
41 - Total Gross	\$117,137	100%	\$2,857.00

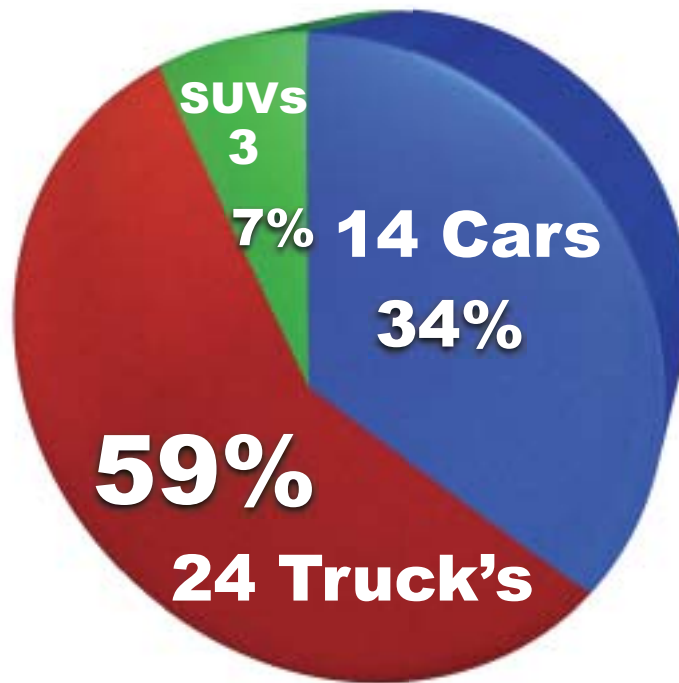


United Solutions for Marketing and Training

Graph Presentation . . .



Breakdown of Sales Results by Units



● Cars ● Trucks ● SUV's

Make	New	Used	TOTAL	%
Cars	12	2	14	29%
Trucks	20	4	24	50%
SUVs	3	0	3	21%
TOTALS	35	6	41	100%