

# 2025 FOCUS™



FIXED OPS PLATFORM

# WHERE WE ARE NOW.

Factory mandated programs and 'marketing companies' are hurting dealers. 'They don't know they're wasting dealers' money unnecessarily or they don't care. Either way, it's a problem.'

## EXAMPLES:

- 50% of DMS data is inaccurate. Nothing is done to address this.
- 70% of customers haven't returned for service in over a year.
- Factory programs focus on recent new car buyers.
- Used car buyers are largely overlooked in marketing – they rarely return for service.
- Only 3 out of 10 vehicles out of warranty return for service.

# 2025: THE YEAR TO **FOCUS** ON ONE THING

## SERVICE DEPARTMENT ABSORPTION

- **Less than 1%** of all dealerships have achieved **100% service absorption**
- The average absorption **rate is 48%**
- WHAT WOULD EVEN **A 20% INCREASE** MEAN FOR YOUR DEALERSHIP?

# ***"A RISING TIDE **LIFTS ALL BOATS.**"***

The Case For Raising Service Absorption. The 'rising tide' in the dealership is service absorption. Raising the absorption rate fixes many issues across dealership departments.

- **Increase in service traffic** / RO count
- **Raises retention** / \$ per RO
- **Takes pressure off sales department** to generate operating capital
- **Allows sales to be more aggressive** – sell more cars
- **Creates more opportunity** for F&I
- **More car sales** = more service opportunity

## **WHERE TO START?**

# IT ALL STARTS WITH DATA

'DATA IS THE LIFEBLOOD OF THE DEALERSHIP'

- An average of 50% of data is missing or inaccurate
- 40% of VINS are bad – customers have traded and no longer own the vehicle the DMS says they own
- 50% of email addresses are inaccurate or missing

## JUST 3 EXAMPLES OF HOW BAD DATA AFFECTS DEALERSHIPS

1. Wastes thousands of advertising dollars
2. Kills employee time / morale
3. Opens the door for bad reviews when customers are contacted based on erroneous data

SEE VIDEO AT [WWW.CUSTOMERDATA1.COM](http://WWW.CUSTOMERDATA1.COM)

“ ALL MARKETING SHOULD BE PAUSED UNTIL DATA IS ACCURATE”.

# 2025 FOCUS™

## Harness the power of AI

- Multi-media / multi-modal customer engagement platform
- Built-in flexibility for current economic and market conditions.
- VIN validation-verifies vehicle ownership
- Ongoing data monitoring
- Delivers hyper personalized messaging to customers and prospects with accurate relevant data
- Inside and outside database
- Customer data 1 integration



# INTERACTIVE DIRECT MAIL

Interactive direct mail **brands your dealership**, not the manufacturer.

- Direct mail piece is a full color over-sized post card
- Printed on premium stock with glossy finish
- Superior quality reflects a positive statement about your dealership. Better quality = Better response

## FEATURES INCLUDE:

- Variable data personalization with customer's name and the vehicle they drive
- Unique access codes
- Personalized QR Codes (Takes customer instantly to Campaign Landing Page)
- Special offer coupons
- Lottery style hologram scratch-off



# INTERACTIVE DIRECT MAIL

Customers 'win' a time driven discount that increases along with the time they were last in for service.

The scratch-off ensures Customers will keep the mail piece until they are due for service.

It's like getting a lottery ticket in the mail. **Nobody throws a winning lottery ticket away!**

Personalization and multiple ways they can interact grabs their attention right out of the mailbox!



# DIGITAL EMAIL

An email matching the direct mail piece begins deploying on in-home delivery date of the mailer.

Customers click a link in the email that takes them to the campaign landing page.

## DID YOU KNOW?

**Over 70%** of emails from dealerships are automatically sent to junk or spam.

**NOT OURS!** Sale Closers' proprietary email delivery system ensures that emails get delivered properly.

Emails are only delivered at times research has determined emails are most opened, resulting in a huge increase in open and click-through rates.

**YD YOUR DEALERSHIP** 1234 Main Street • HomeTown, ST 00000

<<First>>, <<Text>>!

Call **000-000-0000** to schedule a service appointment or simply click **HERE** and take advantage of these **SPECIAL SAVINGS**:

**SPECIAL SAVINGS IN SERVICE**

**THE WORKS!**  
**\$00.00!**

Synthetic Blend Oil Change,  
Tire Rotation, Brake Inspection and  
Much More

Most Vehicles. May not be combined with any other offers or specials.  
Must present coupon when order is written. Plus tax & supplies.  
Valid only at this Dealership. See advisor for details.

**SPECIAL SAVINGS IN SERVICE**

**SUPER SAVER DISCOUNT**  
SUPER SAVER DISCOUNT  
SPEND MORE! SAVE MORE!

SPEND THIS	SAVE THIS	SPEND THIS	SAVE THIS
\$49 to \$99	\$10	\$500 to \$699	\$80
\$100 to \$199	\$20	\$700 to \$899	\$75
\$200 to \$299	\$30	\$900 to \$999	\$90
\$300 to \$499	\$45	\$1000 or more	\$100

Most Vehicles. May not be combined with any other offers or specials.  
Must present coupon when order is written. Plus tax & supplies.  
Valid only at this Dealership. See advisor for details.

**SPECIAL SAVINGS IN SERVICE**

**LOW PRICE TIRE GUARANTEE**

• 13 Major Tire Brands  
• 30-day Price Guarantee  
• All Makes and Models

Most Vehicles. May not be combined with any other offers or specials.  
Must present coupon when order is written. Plus tax & supplies.  
Valid only at this Dealership. See advisor for details.

**SPECIAL SAVINGS IN SERVICE**

**FRICTION PROOFING PREMIUM OIL TREATMENT AND CLEANER**  
**10% OFF**

SCAN TO SEE WHY THIS SERVICE IS VITAL TO YOUR VEHICLE'S PERFORMANCE

Treatment includes the very latest in engine oil detergency, including low-speed pre-ignition (LSPi) protection. Helps prevent additive depletion and reduces friction and wear.

Most Vehicles. May not be combined with any other offers or specials.  
Must present coupon when order is written. Plus tax & supplies.  
Valid only at this Dealership. See advisor for details.

**Click here to get your digital coupons now!**

**DEALERSHIP LOGO**

# FOCUS VIDEO

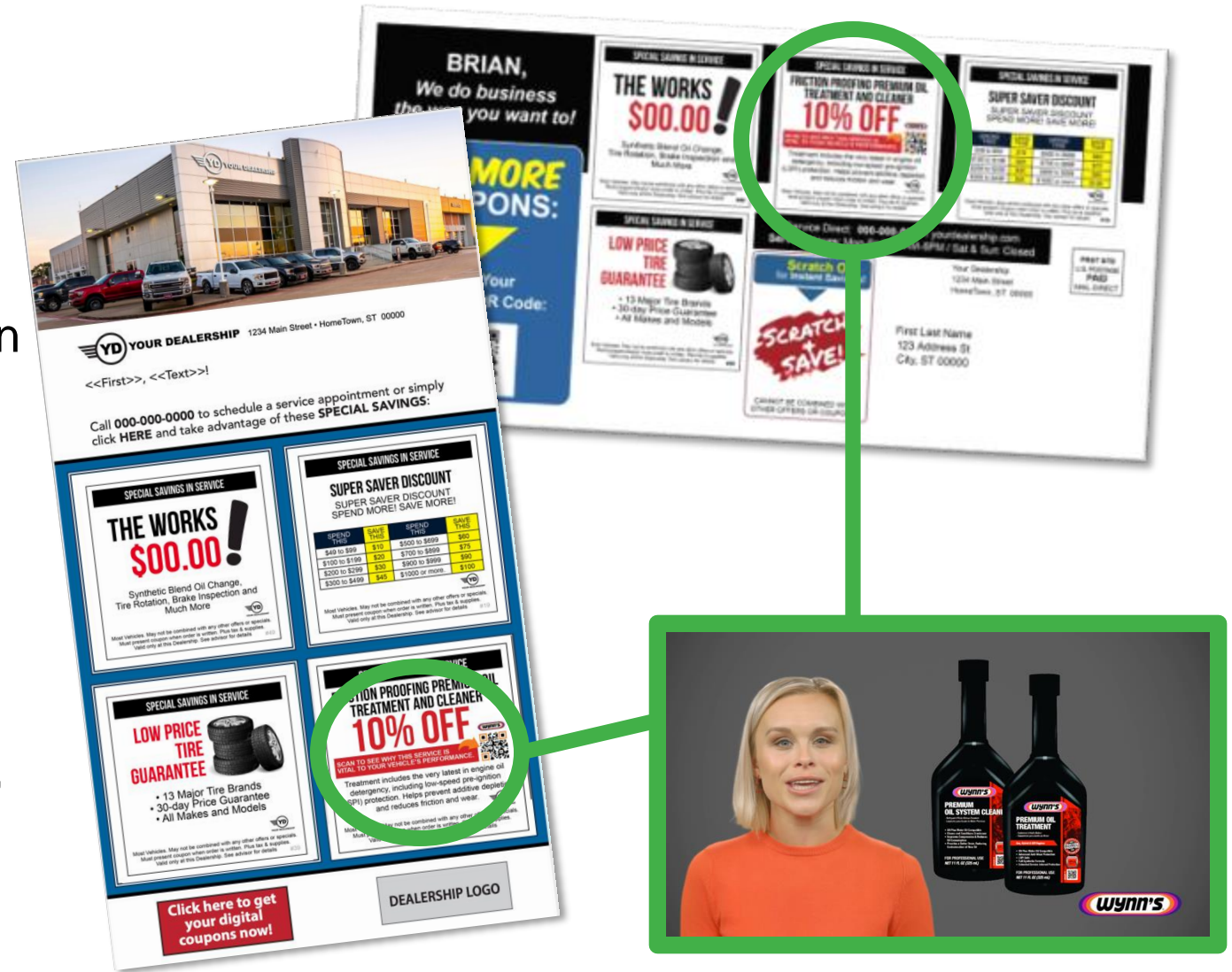
## (OPTIONAL)

A **QR code** on a printed coupon or a **“CLICK HERE”** link on a digital coupon takes customers to an educational **focus** video that explains why a menu or service is important to properly maintain their vehicle.

A separate email is sent featuring the educational video coupon.

When the customer watches the video, a real time lead alert is sent.

SCAN TO WATCH VIDEO



# REAL TIME **LEAD ALERTS**

A real time lead alert is emailed to dealership employees or is pushed into a CRM whenever the customer interacts with your media by:

- Scanning a personalized QR code
- Clicking links in emails / informed delivery button
- Watching an educational **focus** video.

## **CUSTOMER INFO CAPTURED INCLUDES:**

- **Name**
- **Phone Number**
- **Email Address**
- **Vehicle Information**
- **Entry Point** - how they interacted.

# DID YOU KNOW?

Customers looking for service specials or to schedule an appointment on dealership websites **outnumber car shoppers.**

Yet, it's difficult to find what they are looking for **quickly and easily.**

If it's not fast and easy, the customer is out of there and you're **out of luck.** They will never go back to your website again.

**So, what's the solution?**

# "SERVICE ONLY"

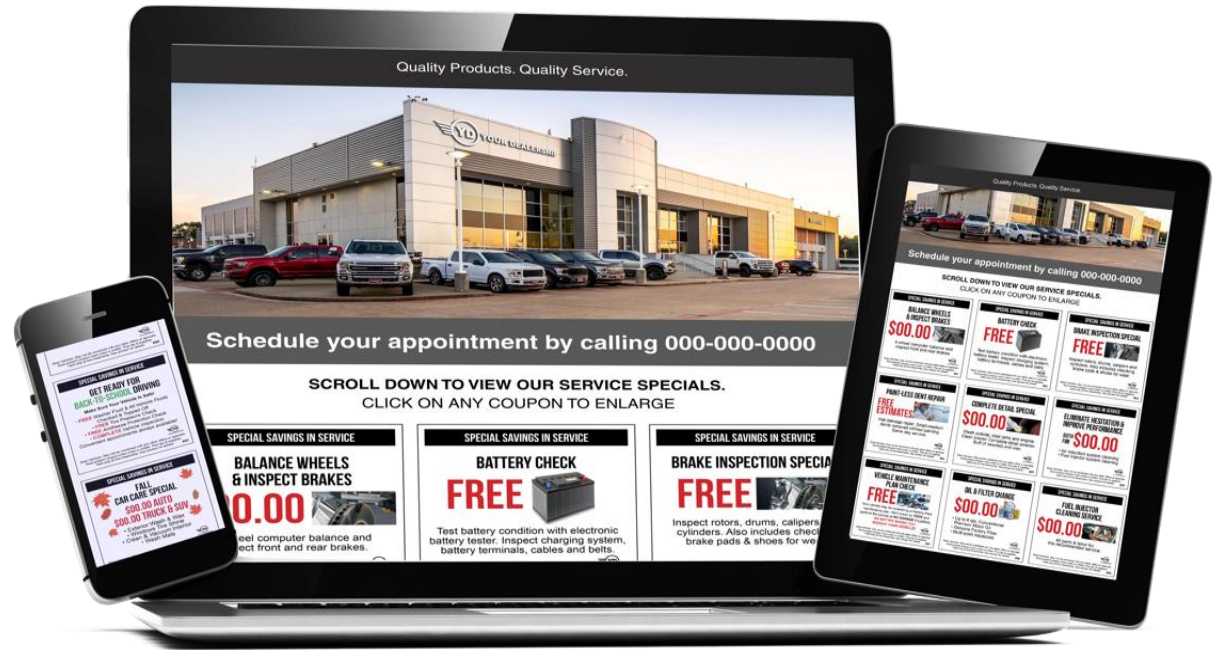
## CUSTOM CAMPAIGN LANDING PAGE

The custom landing page is a continuation of the interactive direct mail and email components and features unlimited additional ad space for:

- Digital coupons
- Customer educational **focus** videos
- Social media integration
- Links to your dealership's website

Customers access the site by scanning a personalized QR code, clicking on links in emails or The USPS Informed Delivery notification – bypassing Google and sending customers directly to you.

Engages customers quickly, easily and visually instantly. It's totally optimized for mobile use.



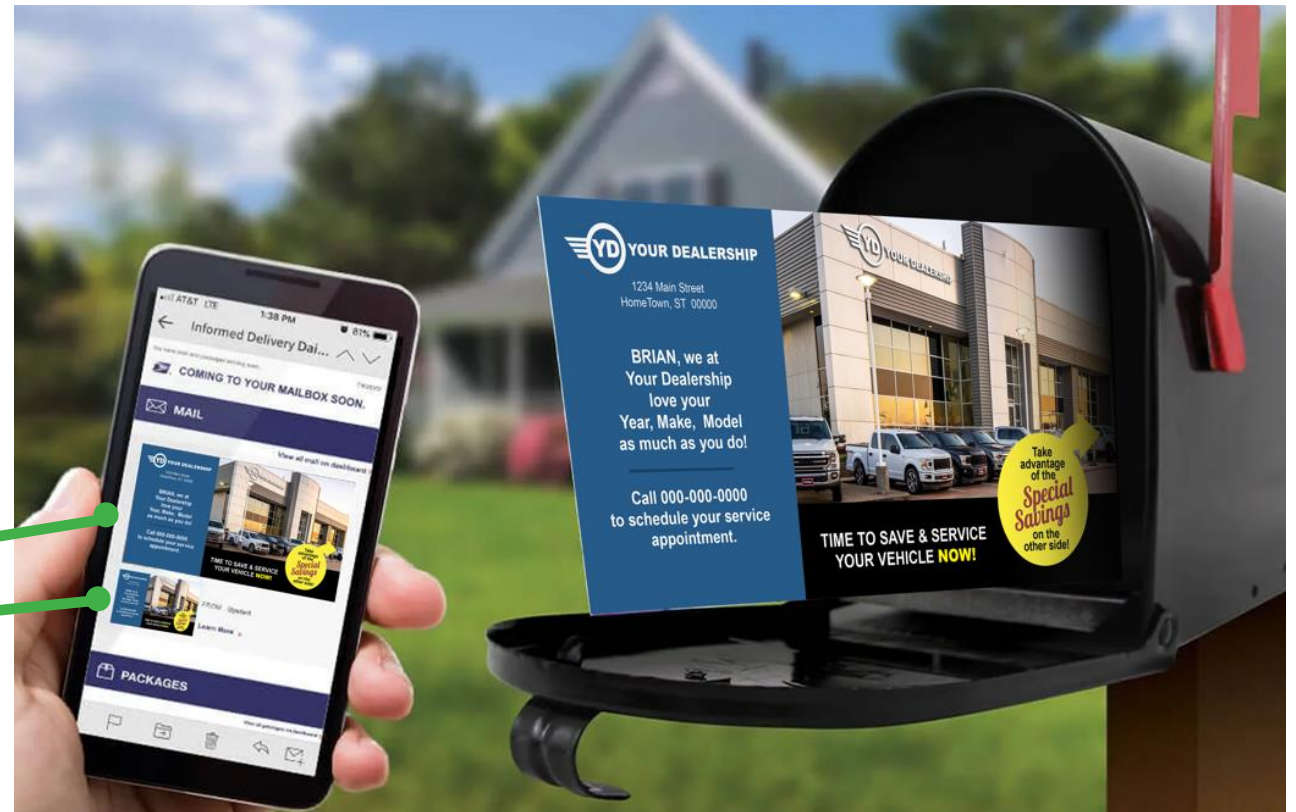
# USPS INFORMED DELIVERY

Sale Closers 2025 Focus Platform is integrated with the Post Office's Informed Delivery Software.

When mail is scanned at the post office, an email preview of the mail they will receive that day is sent to the customer.

Most previews are a black and white picture of the front of the mail piece.

**Your** mailer preview will be a full **color picture** of the mailer, that includes a **'Ride Along'** button that customers click that takes them to the campaign landing page...**before they even get the mailer!**



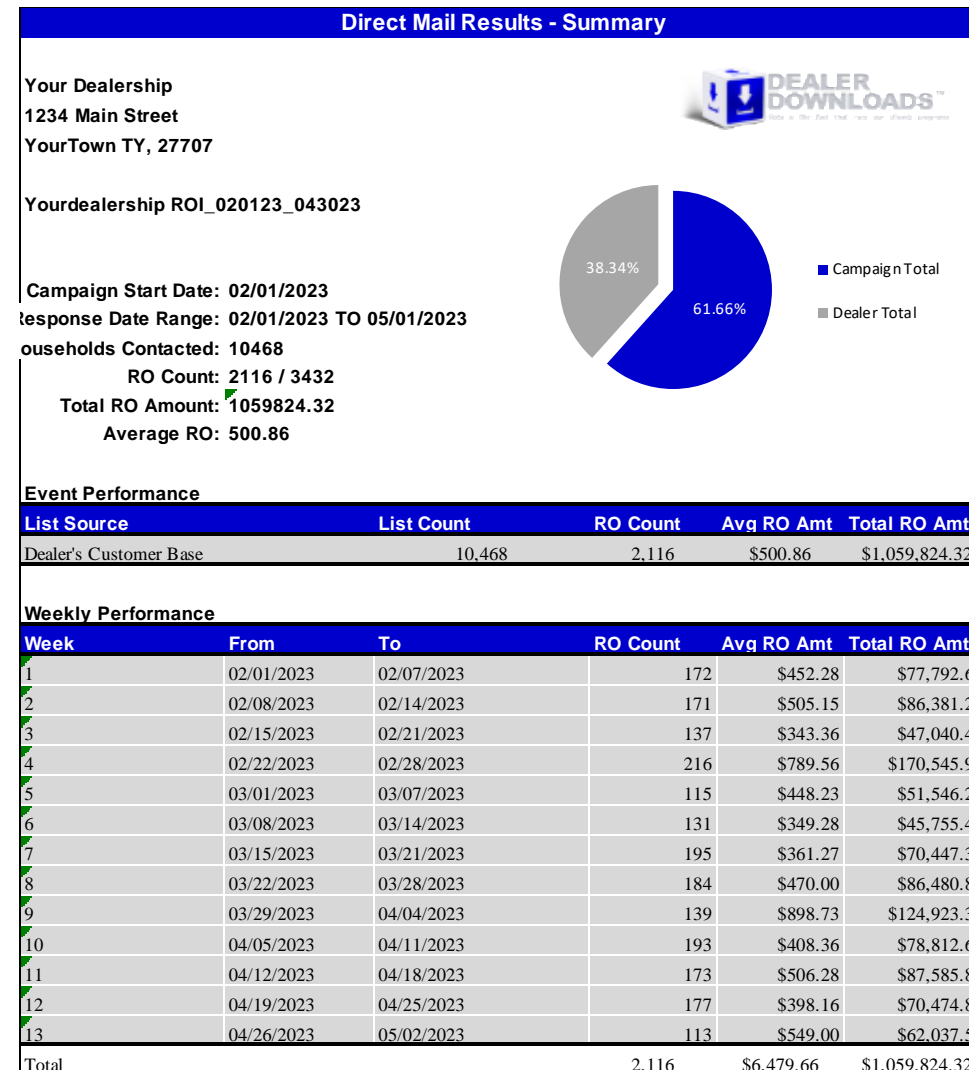
# REPORTING

Most reports show you only what the marketing company or factory program wants you to see. Sale Closers' ROI Reports are the most detailed and transparent in the industry.

There are **3 sections on the report including:**

- At A Glance Summary
- Detailed Transactions
- Raw Data – everything we download from your DMS.

Our exclusive **'Days Since Last Visit'** feature shows exactly how many days it's been since that customer or VIN was last in for service.



# WHAT YOU CAN EXPECT

You have to 'guess' if trying something new is the right thing for your dealership.

## NOT WITH SALE CLOSERS!

Results from Dealers using the Platform over a 12 month period give you a sneak preview of what **YOU** can expect:

- Increase in RO Count of **34%.**
- Dollars per RO were **UP 30%** and retention numbers raised dramatically.
- Average of **23 cars per month** were acquired from the service department.
- Service Department Absorption Rate grew, helping compensate for margin compression in sales.
- Dealers received an average of \$65 in service sales for every \$1 invested over a 12 month period.

# 2025 FOCUS™

## GETTING STARTED IS EASY

Start seeing results quickly with our **3 DAY** turnaround.

**NO LONG TERM CONTRACTS**

The money **you will save in advertising and employee time wasted** because of bad data in your DMS will offset the investment in our Platform.

**Contact Us Today!** Phone: 813-336-5896 EMAIL: [connect@saleclosers.com](mailto:connect@saleclosers.com)



Helping dealers close more sales - in the show room and on the drive...**in 2025!**

2025 FOCUS™