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Direct-Mail Pieces Our Guests Receive and The Opportunities They Present

Our Guests, like us, receive offers daily. There is one offer, however, of which we need to be aware. It arrives in our Guest's mailbox waiting to strike fear in their minds! It is written to appear as an official-looking document, strategically utilizing the following bold print which leaps off the page...

****Warning... Your Warranty/Vehicle Service Contract May Be About To Expire!****

Many examples of these mailers even look as though they were sent directly from the vehicle Manufacturer... this IS intentional; however, it certainly did NOT originate from the Manufacturer. Our Guests are receiving these notifications from entities attempting to sell VSC's using techniques designed to elicit alarm in the mind of the reader. This is clearly by design and even catches us insiders off-guard, periodically.

The new-vehicle purchaser may react by thinking, "I just bought this vehicle... how could my coverage already be lapsing?!?" Our purchasers of previously-enjoyed vehicles may think, "Wait a minute... they told me I had ____ months, and ____ miles remaining! There *must* be a mistake!!!" It is with near certainty that our Guests are receiving these scary-looking direct mail solicitations. We may wonder, "How on earth are these people getting ahold of our Guest's addresses, and timing these mailings just so?"

Surprisingly, this information is readily available for purchase, from the DMV, in the form of public records requests related to recent registration events! The individuals mounting these aggressive marketing efforts will then purify the lists, to target vehicles which meet certain criteria, and fire-off the mailer. Naturally, they're hoping the Guest reaches out to them, via the enclosed contact information, before they call us. Fortunately, due to the business relationship we have established with our Guests, our Guests will usually call us first. This, however, is where we as Business Managers tend to dismiss our Guest's concerns and drop the ball...

We may mistakenly reply with, "Don't worry about that! They mail those out to folks all the time. They're just trying to scare you. Throw it away." Unfortunately, this response may come off as dismissive, requires no effort, and isn't very inspiring or Guest friendly!

Perhaps, instead, we might consider the following...



Page 1 of 2

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"Mary, I'm up to my elbows in alligators, at the moment, but I'm going to look into this for you shortly. Are you at home or work, currently? May I call you there ASAP? It shouldn't be long. May I have that number again? Okay... I'll get right back with you."

We will then look up Mary's deal and research the particulars, as soon as possible. Chances are she took delivery within the last few months because these mailing lists are generated from recent registration events.

Prepared with the proper intel (as to Mary's current situation), we'll call her back...

"Hello, Mary... I hope I didn't get you at a bad time? Perfect! Okay... I investigated your purchase. As we reviewed, previously, you have 3 years and 36,000 miles," (or whatever balance of Factory-coverage her vehicle had at time of purchase) "of full-mechanical coverage... remember... this is the one everyone tends to refer to as "bumper-to-bumper"... again, I'm not allowed to call it that because the bumpers aren't covered, but it's the one that covers nearly everything but your wearable maintenance items! Now... whomever sent you that mailer is *mistaken*... those balances are still very much applicable. However, as we discussed previously, you do still have the opportunity," (if applicable) "to take advantage of an extension of protection so as to take much of your future risk off of your plate, where those concerns exist!"

This response to Mary's worried call will demonstrate far more empathy, related to her concern, and just may result in several incremental VSC sales per month. Naturally, when the specter of unexpected repairs darkens Mary's door, and she doesn't have to reach for her wallet, she will be a *far* more satisfied Guest! Besides, our protective benefits tend to be of exponentially higher quality (than what she may otherwise receive) because we will be the ones repairing her vehicle when the time arrives, not those who sent the letter!

Think about it.

8



Page 2 of 2

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