2025 FOCUS™

SALE CLOSERS MEDIA GROUP

SALES DEPARTMENT PLATFORM

# STS SERVICE TO SALES

**The lack of new car sales in 2021 and 2022 is creating a shortage of Certified Pre-Owned Vehicles in 2025.**

## So where will you get your CPO inventory?

The STS component is an automated system to buy and trade for vehicles out of the service department - a sales process that customers actually initiate themselves.  Raising their hands and showing interest in selling or trading up.

• There are no 'Get My Trade Value' forms for customers to fill out.
• Salespeople can stop cold calling customers.
• No more obsolete equity mining.
• No need for expensive billboards.



WE WILL BUY YOUR VEHICLE
EVEN IF YOU DON'T BUY OURS

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# STS SERVICE TO SALES

A 'sales lead generator' is added to the direct mail piece and email.

A trade-in value is pre-populated into the Platform.

Customers can scan a QR Code that will instantly send them to **a personalized page** that shows a picture of their vehicle, they get their value and are asked one question...If you were offered the right deal, would you consider selling or trading up?
Customers click 'yes' or 'no'.
**OR**
Customer can call an IVR (Interactive Voice Response) **'Automated Trade Value Hotline'** to access their vehicle's estimated trade value. They get their value instantly and are asked If you were offered the right deal, would you consider selling or trading up? Customers say 'yes' or 'no'.

**Either way they answer,** a lead alert is sent with answer to the question. Salesperson then follows up and sets the appointment.



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# 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.

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# WHO'S ON YOUR WEBSITE
## (OPTIONAL)

Less than 3% of your website visitors fill out a contact form to reveal their identity. **97% of visitors go undetected**. **New technology** now allows you to capture anonymous website visitor information including:

- **Name**
- **Address**
- **Email Address**
- **Pages viewed on website**
- **Time and date of website visit**

An Automated Follow Up System Available

## DID YOU KNOW?

When a customer is shopping websites, **the first to contact them is 70% more likely to get the deal!**



### Who's On Your Website vs. IP and Cookie-Tracking Programs

On the surface, Who's On Your Website, IP and Cookies have a similar goal – to know who is on your website. With that in mind, let's break down the three strategies. You'll see that Who's On Your Website is the obvious choice when remarketing to anonymous website visitors.

| FEATURE | WHO'S ON YOUR WEBSITE | IP | COOKIE |
|---|---|---|---|
| Number of data points to collect data | 12 | 1 | 1 |
| Number of filter options | UNLIMITED | 0 | 0 |
| GDPR Compliant | YES | NO | NO |
| CCPA Compliant | YES | YES | NO |
| Works with mobile apps | YES | YES | NO |
| Syncs profile info across browsers | YES | YES | NO |
| Accurate location reporting | YES | NO | NO |
| Remains consistent over time | YES | NO | NO |
| Ability to blacklist and white list zip codes | YES | NO | NO |

**Why Cookie–Based Advertising DOESN'T WORK**

- ✗ Mobile devices no longer accept cookies, resulting in missing out on all mobile users. In 2024, **80% or more of all internet activity will be on mobile devices.**
- ✗ Cookies are only effective if the same person uses the same browser and same device all the time, because cookies do not move from one device to the next. And, if a new consumer browses on the same computer, **the information will be inaccurate.**
- ✗ Cookies are easily removed by the users, and in some cases, **automatically removed with security software.**

**THE FLAWS with IP Address-Based Marketing**

- ✗ IP addresses have **no correlation with a specific geographical location.**
- ✗ Some IP addresses **change physical location every month.**
- ✗ Some ISPs and networks use a dynamic IP allocation for its users, **creating a different IP address every time they log onto the internet.**

**Who's On Your Website – The BEST CHOICE for Remarketing**

- ✓ Who's On Your Website has a consistent stable structure and **uses 11 more data points to collect users data** and is the only solution to create a reliable re-marketing campaign.
- ✓ Who's On Your Website...NOW THAT'S SMART!

powered by **SALE**CLOSERS

**2025FOCUS**

# OWN YOUR OWN BACKYARD

Prospect for new customers OUTSIDE your database to attract customers that have never bought or serviced at your dealership.

**FACTORY MARKETING PROGRAMS WILL NOT DO THIS! DID YOU KNOW...**
40% of owners driving your brand, living within 5 miles of your dealership, have never done business with you!

In a 10 mile radius, that number jumps to 50%! The 2025 Focus Customer Data Platform is integrated with a national database of **VERIFIED VEHICLE OWNERS**

**Includes:**
- **Name**
- **Address**
- **Year, make and Model of Vehicle**
- **Current and most used email addresses**

Bring new customers in with highly targeted interactive direct mail and digital campaigns
*EVERY DEALER SHOULD OWN THEIR OWN BACKYARD!*

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# 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

**SALE**CLOSERS™
**MEDIA GROUP**

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