



**REFERRAL
NETWORK**

**The Ultimate Referral
Program**



Salesperson
4/2/12

Please Choose Which Source Of Advertising You Would Like Your Next Customer To Come From. Just Check The Most Desirable Lead Source For Each Category.

Lead Source	Highest Closing Ratio	Highest Gross	Most Desirable Lead
Broadcast TV, Radio, Cable			
Internet Lead Providers, Website, Search			
Direct Mail Postcards, Video, Email			
Print Newspaper, Flyers, Traders			
Referral			



**The Ultimate
Referral Network**

The Value of Referral

- According to Joe Verde, the average referral conversion rate is 60% - *Earn over \$100,000 Selling Cars – Every Year; Joe Verde.*
- According to the NCM Institute Center for Automotive Retail Excellence, referral customers will outperform the next highest opportunity to do business by 745%!



Current Market Conditions

- Technology has provided consumers with an incredible amount of product information.
- However, lead providers have created an environment where dealers essentially compete on price alone.
- **Relationship selling is being pushed out of the car business.**



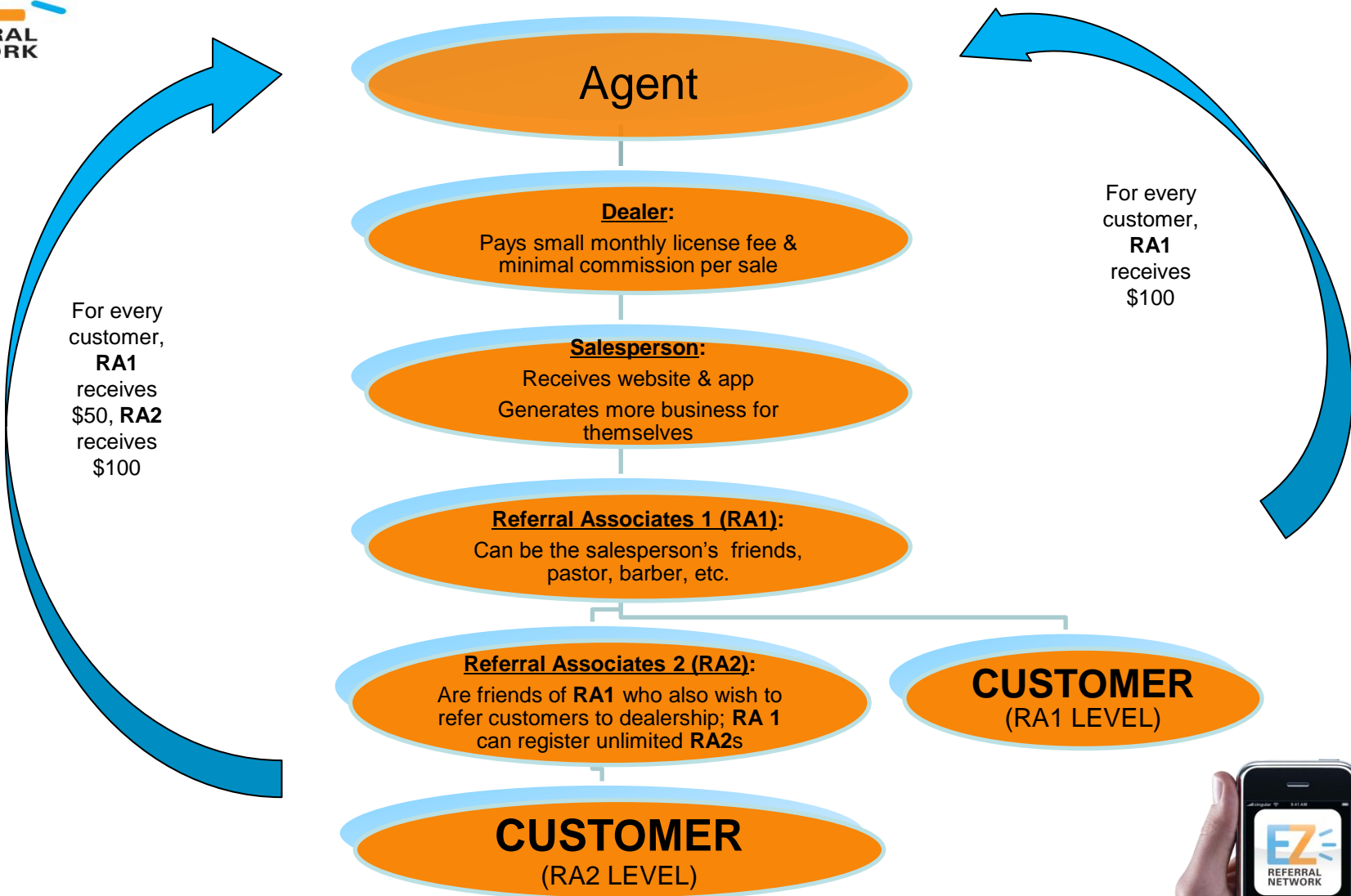
Program Goals

- The EZ Referral Network brings relationship selling back to the automobile sales process
- Through the use of today's technology the EZ Referral Network will allow a dealer/salesperson to easily build a vibrant and active referral network
 - Smart Phone Application
 - Personalized Websites, Mobile Websites, QR Codes and SMS Text Codes
 - Mobile Wallet
 - Prepaid Debit Card/Electronic Payment
- It's a win for the dealer.
- It's a win for the customer.
- It's a win for the sales team.



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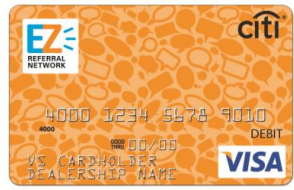




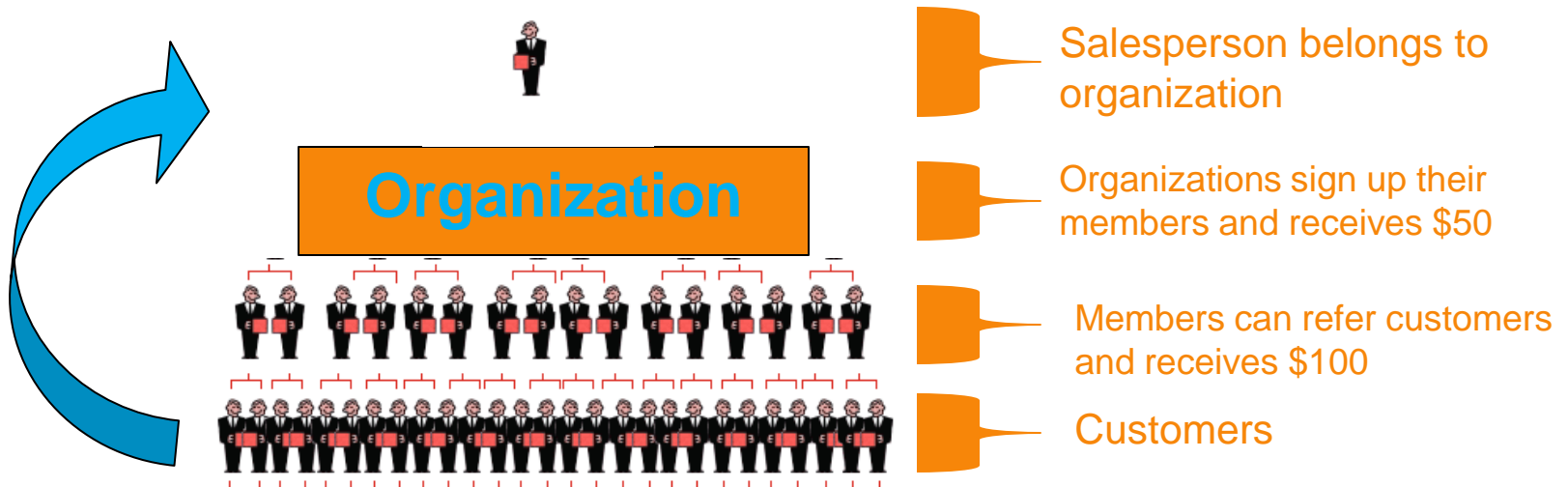
Three Payment Options

The three payment options fill everyone's needs and motivations for generating referrals:

1. Deposit on a pre-paid debit card (dealer may private label the card)
 - Most likely used by very active referrals who are looking to produce income for themselves
2. Put on account at dealership for future transactions (mobile wallet)
 - Great tool for service retention: i.e. 10%-20% premium for parts & service perks
 - Perfect for those more passive referrals who aren't necessarily looking to earn income
3. Donate to a charity or fundraiser:
 - Could be a local charity that the dealer sponsors or from a national database of charities
 - Ideal for those referrals who would prefer to donate to a charity



Fundraising



- **Organization signs up members**
- **Members refer customer**
 - Members can earn \$100 for every customer
 - Organization can earn \$50 for that same customer



Customer Benefits

- Finally has a friend in the car business
- Can purchase a vehicle with confidence
- Doesn't have to make a buying decision based on price alone
- Positive, Friendly Purchase Experience



Relationship Selling



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