



A major US carmaker want to regain market share in a specific ethnic demographic. We showed them how. In just over a year, the program produced over \$12Million in new sales. **Who's in the driver's seat now?**

THE SITUATION: Sales were running out of gas! A major US car maker was losing market share in a demographic where it had enjoyed a competitive advantage for years. They had increased their marketing spending, but still kept losing share. What to do?

The answer was not more flashy corporate marketing, but an organic grass roots level approach.

THE APPROACH: Fill up the tank with the high octane fuel. We developed a unique plan to pull business in through local relationships and communities rather than trying to drive it from outside. After determining the most opportune cities, we showed them how to attract, recruit and train the most qualified people to service that specific clientele at the dealer level.

We then trained those new salespeople using an integrated program of the clients existing training in conjunction with our proprietary training and coaching system.

THE RESULT: More mileage from each marketing dollar. A new proven program that could be put in place in any city to increase sales for any specific demographic market. The client was able to dramatically increase sales and maximize the ROI on each marketing dollar.

THE BOTTOM LINE: In just over a year, the salespeople in the program produced over \$12 Million in new sales!