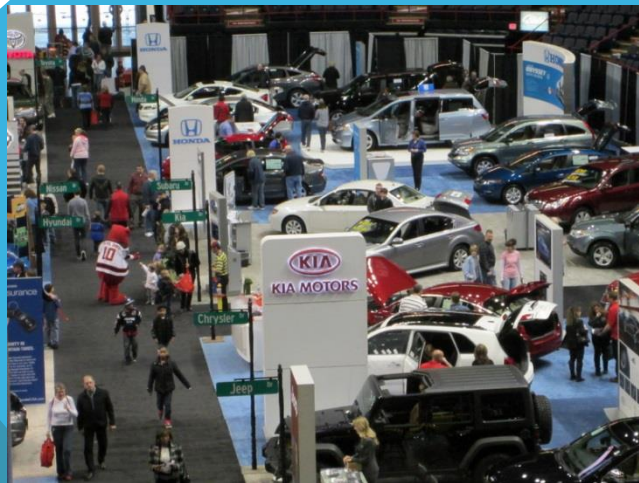


THE CAR SHOW CRUNCH

HOW TO MAKE THE AUTO SHOW INTO YOUR BEST SALES OPPORTUNITY IN THREE MINUTES OR LESS



“I’D RATHER BE AT THE DEALERSHIP”

- How many “ups” will you have on a Friday and Saturday in November or March?
- How many on a Sunday?



The Auto Show literally provides thousands of car shoppers over a three day period.

At least half of them will be influenced by the Auto Show in their car buying decision.

DON’T WAIT FOR THEM TO COME TO YOU– GO GET THEM!

WHY DO WE EVEN DO THE CAR SHOWS?

- A) To keep the ENYCAR staff busy all year.
- B) To make the salespeople grumpy.
- C) To boost car sales twice a year.

Research tells us that more than 2,000 cars are sold in our market as a result of car shows each year!

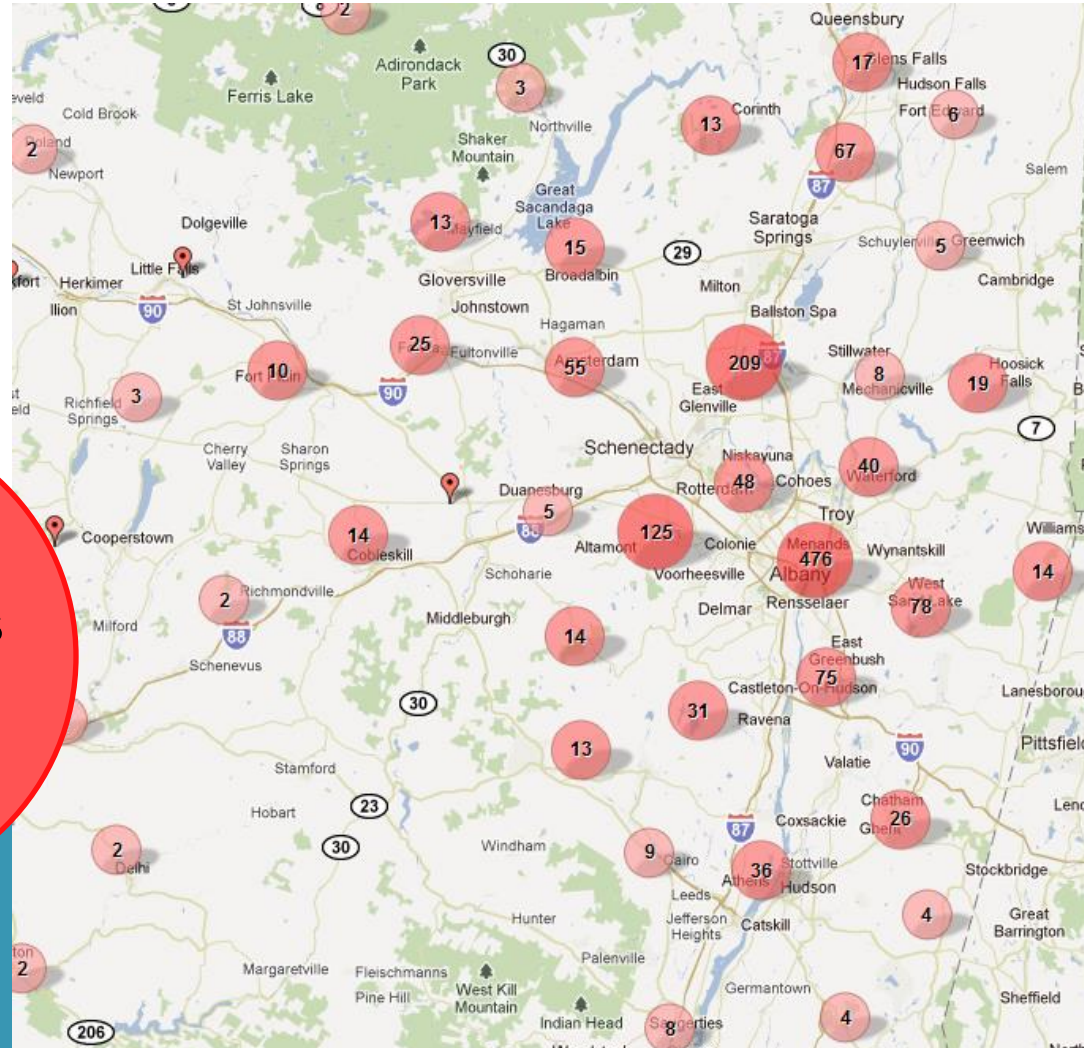


“IT’S JUST AN ALBANY SHOW.”

- 32% of the showgoers come from Albany, Schenectady, Troy, Niskayuna, Scotia and Latham.
- 10% come from Clifton Park through Saratoga.
- That leaves 58% from outside those areas, including 4% from out of state, 8% outside the Capital Region, and the remaining 46% from other parts of the Capital Region.



VISUALIZE OUR GEOGRAPHIC REACH



Auto Show attendance is NOT limited to Albany!

Based on data collected from 2011 Spring Auto Show attendees who participated in a survey.

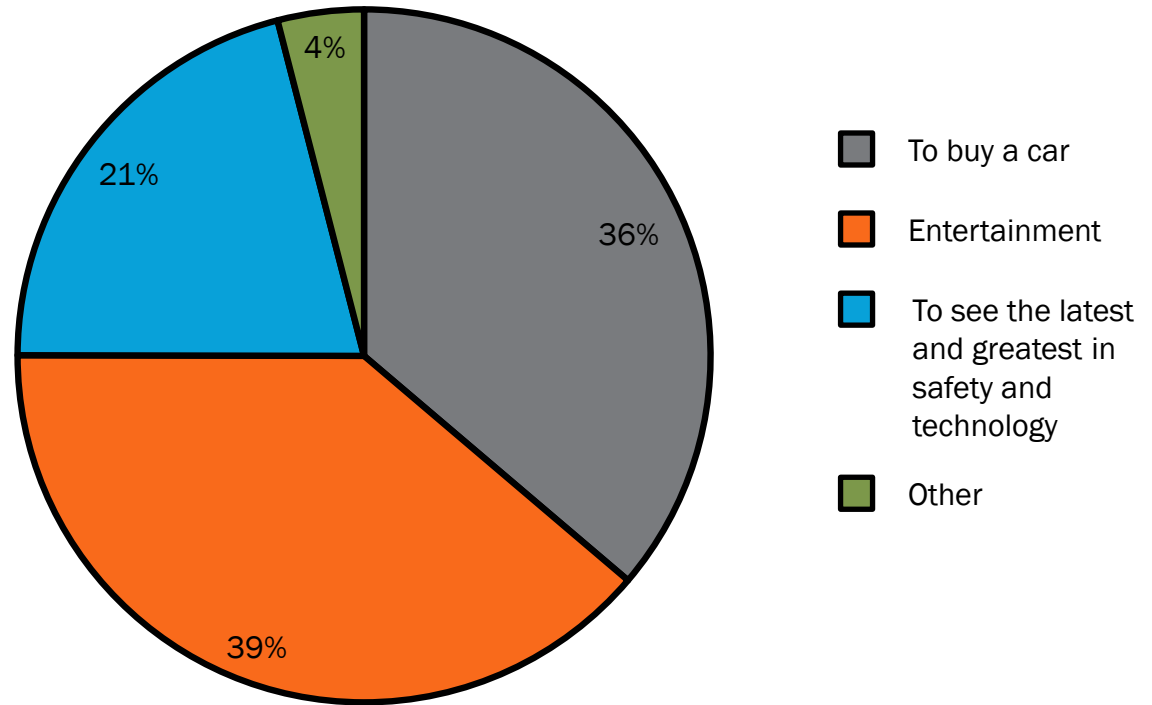
“THEY ARE NOT REALLY INTERESTED IN BUYING”

- 56.4% will buy a car within a year
- 26% will buy a car within the next 6 months
- 11% will buy within the month


11% of thousands of attendees = hundreds of cars to be sold!!!



REASON FOR ATTENDING THE AUTO SHOW:



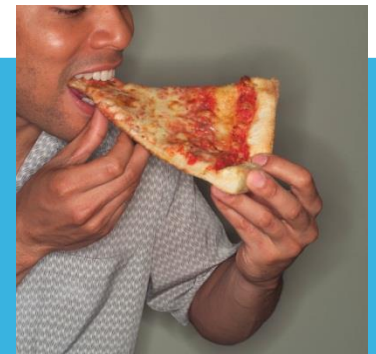
WHY DOES SOMEONE GO TO A CAR SHOW?

- They want to touch and sit in the cars.
 - They want to talk to someone with product knowledge.
 - They want a brochure. Yes, the old fashioned kind.
 - They want to compare similar models.
 - They want to see what's new and cool.
- 




THE OTHER SALESMAN SAYS IT'S A WASTE OF TIME.


- Could that possibly be the salesperson who goes to the car show and gets enough leads to last for months, and wins the Mystery Shopper Contest?
- Or is it the salesperson who just doesn't get it, and sits slumped behind a table eating pizza and playing with a pencil as hundreds of car buyers wander through the exhibit?



HOW CAN I BE EFFECTIVE AT THE CAR SHOW?

- Stand out and look the part. Dress sharp and wear a name tag with your first and last name visible, and the name of your dealership.
 - Practice your greeting, because people will decide whether or not to buy from you within 2-5 minutes.
 - Know your product and the competition.
 - Bring business cards, preferably magnetic.
 - Take down names, phone numbers, and e-mails for follow up. Set appointments!
 - Be friendly, but not overbearing.
- 

IT'S NOT ROCKET SCIENCE!

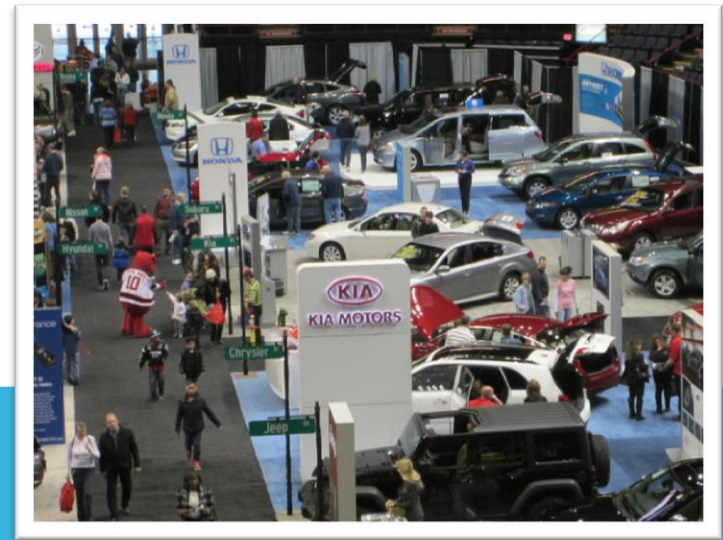
- People want information that is correct.
 - They want brochures.
 - They want to sit in the vehicles and see the features (can't do that if the car is locked!).
 - They need to be able to find you easily.
 - They need to be attracted to your exhibit and your cars.
 - They need to know how to reach you after the show, perhaps even months later.
 - They need to feel comfortable with you.
- 

UPCOMING OPPORTUNITIES!

- **Nov 7-9, 2014**
The Empire State Plaza



- **Mar 7-9, 2014**
The Times Union Center



TWO WEEKENDS A YEAR CAN MAKE YOU A WINNER!

