



**Join the  
Revolution.**



# A CALL FOR CHANGE!



If you're sick of seeing minimal results for your online marketing investment, of having no accountability from your vendors, of having a company that just treats you like an ATM every month, then it's time to demand change.

We see it every day – companies taking advantage of dealers, overcharging for ineffective products, offering poor support, and treating you like you're only as valuable as your next invoice.

**If you're as sick of this as we are, then demand better – raise your expectations.**

Our commitment to your success starts with **Honesty** and **Integrity, Openness** and **Transparency**, and **holding ourselves accountable to you**. Can you say that about the other guys?

This booklet is your introduction to the RnD Revolution – the Internet Marketing Revolution you were promised years ago, and the one we are delivering now. We promise this will be a great investment of your time and energy that will yield a fantastic payoff.

***Read about the RnD Revolution...***

**RnD Interactive  
is bringing  
new ideas to  
Automotive Internet  
Marketing.**



[www.rndinteractive.com](http://www.rndinteractive.com)

SALES (888) 689-2652

## looking professional today

You have a CRM full of leads, people who are great on the phone, but you still have too many non-responsive customers. Our Follow-Up Templates can help you engage your non-responsive customers while presenting a polished and professional message to your customers.

# FEATURING...

- Quote Templates
- Multi-Day Follow-Up Schedule
- Current Incentives
- Matching In-Stock Vehicles

The screenshot shows an email template for a car dealership. At the top left is a placeholder for 'YOUR LOGO'. To the right is contact information: Sales: (888) 222-2222, Parts & Service: (555) 222-2222, and 111 Main Street, Your Town, TX 77777. Below this are four buttons: 'New Inventory', 'Inventory', 'Specials', and 'Schedule Service'. The main image is a black 2013 Kia Forte ES. Below the car, the word 'Forte' is written in a stylized font. Underneath are three promotional boxes: 'Available Offers' with a dollar sign icon, 'Rebate' with 'Call for Current Cash Offers', and 'Financing' with '1.9% A.P.R. for 26 months plus Bonus Cash'. To the right of the financing box is a 'Lease' box with 'Call for Current Lease Offers'. A small disclaimer reads: 'Valid as of 8/9/2013 - not all offers available on all trims - please verify offer details with dealership personnel.' At the bottom left, it says 'Dear Rick,' followed by a paragraph: 'This is Rick Eckert from Silsbee Kia - I work in the Internet Sales Department and will be helping you with your vehicle purchase. Based on the information we received, I have put together a preliminary price quote on a new Kia Forte. This quote includes Rebates, although does not include additional savings you may realize from our Financing options.' On the right, a grey box contains the price quote: 'Your Price Quote for a 2013 Kia Forte ES', 'MSRP: \$21,050', 'Rebates and Discounts: \$1,000', and 'Internet Price\*: \$20,050'.

Turn over to dig into the details...



more details online at  
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# SALES FOLLOW-UP

RnD puts the power of engagement in your hands, little bow optional.

We provide your sales team with polished, professional Quote follow-up templates that give your customers tangible reasons to engage with your team. The package of templates includes a wide variety of pre-made emails that will engage your non-responsive prospects and spur them towards engaging with your team.

The system balances pushing customers towards a response while providing additional information designed to build the value in a relationship with your dealership.

**Please call us at (888) 689-2652 to learn more about how RnD's Follow-Up Templates can get to work for you.**