



**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

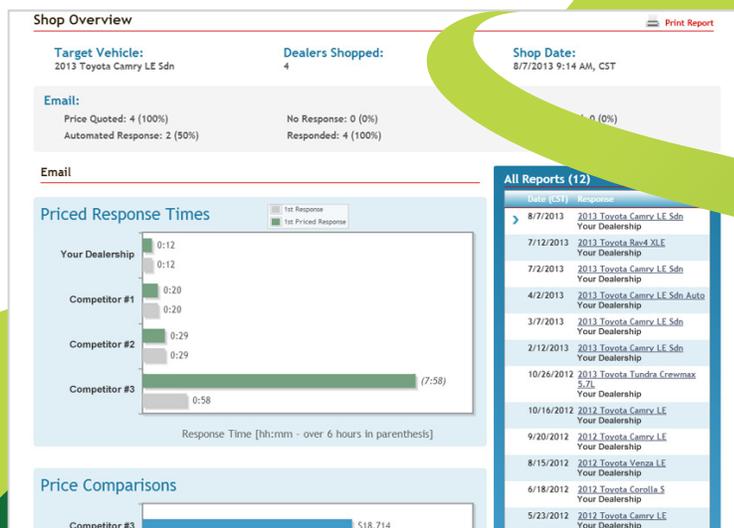
SALES (888) 689-2652

know your competition

To increase response rates from your customers in the sales cycle, it is critical to understand what your competition is saying. RnD's Stealth Shopper will give you the inside scoop on what they are saying to their customers, and how.

FEATURING...

- Internet Mystery Shop
- Sent to 4 or more dealerships
- Price Comparison Tracked
- All Follow-Ups Shown
- Problem Areas Highlighted



Response from Competitor #2 , shopped on 8/7/2013 9:16:22 AM

Response Overview
(Received 8/7/2013 5:15:06 PM from [redacted])

Elapsed: 07:58:44 (hh:mm:ss)
Type: [redacted]
Quote: 18714.00
Received: 8/7/2013 5:15:06 PM
Vehicle Details
(2013 Toyota Camry LE Sdn, List: \$24,599)
Year: 2013
Make: Toyota
Model: Camry
Trim: L Sdn
Comments: Solid quote is on a L model, not the LE selected

Subject: [redacted]

(Email formats vary widely depending on where it is received, but this is not always possible.)

Abby,

I apologize for the delay. The Best Price is going to be \$18,714. Can you able to make it in today to take it for a test drive? Let me know I am here to accommodate your needs.

With Best Service in Mind:

[redacted]

[Update Preferences](#) - to update your communication preferences.
[Remove](#) - to choose which lists to be safely and instantly removed from.
[Report Abuse](#) - to safely report abuse and to stop all future email communications [REF_V4976001-12798_NO].

All Shop Responses (Current Email)



more details online at
www.rndinteractive.com

Turn over to dig into the details...

SALES (888) 689-2652

STEALTH SHOPPER

Customers are shopping you against your competition, comparing prices and seeing who wants their business more. Do you know what your competition is telling customers to earn their business? Stealth Shopper will give you that insight.

The process is simple – you give us your preferred new vehicle and tell us who your competition is. We'll request a price quote from each of those dealers for that vehicle, and then track the responses for you. We'll chart the prices, and indicate how well each dealership is doing at follow-up (your dealership included!).

During the review session, we'll highlight the positives and negatives, and help you identify messaging that can give you a leg up over your competition.

Give us a call today at (888) 689-2652 to see for yourself.