

**AMPD** CRM

# Automated Marketing Programmes for Dealers

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Motorcentral® AMPD CRM automatically generates and sends emails, SMS messages and letters to your customers so you can stay in touch with them until their next vehicle purchase.

 **motorcentral**®

[motorcentral.co.nz/ampd](https://motorcentral.co.nz/ampd)

**AMPD** CRM

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# AMPD CRM Plan

## Touchpoints

- ✓ **Automatic marketing** to your customer base via email, SMS & posted mail
- ✓ **Consistent & regular touchpoints** over entire customer lifecycle
- ✓ **Personal & branded** messages
- ✓ **Automatically tries alternative communication** method if unable to send via preferred method
- ✓ **Enhance your standard** in-house follow up procedures



## Customer retention made easy.

Attracting new customers can be expensive when compared to asking existing customers to buy from you again. Your existing customers already know about you, how great you are and have built trust in you and your team.

Keeping in touch regularly and reminding them that you, their trusted vehicle provider, are ready to help when they are ready to purchase again, can significantly increase your chances of selling them their next vehicle.

Managing the retention of your current customer base is an important component of any successful repeat business model. AMPD CRM helps manage the process with consistent touchpoints over the entire customer life cycle.

## The importance of pre-sale follow up

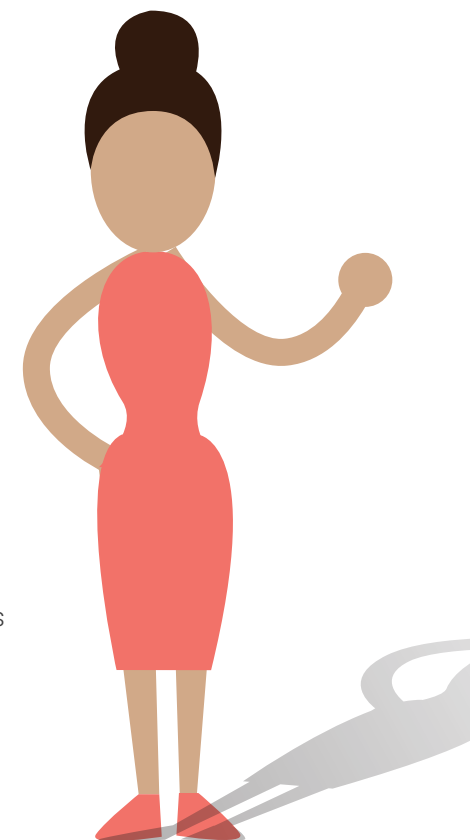
Customer retention begins right from the moment a new customer makes contact.

Every month dealerships have many prospective customers that make contact, enquire, go for a test drive - but don't end up purchasing.

If you could recover just a fraction of these lost opportunities and turn them into wins, imagine the difference that might make to your bottom line.

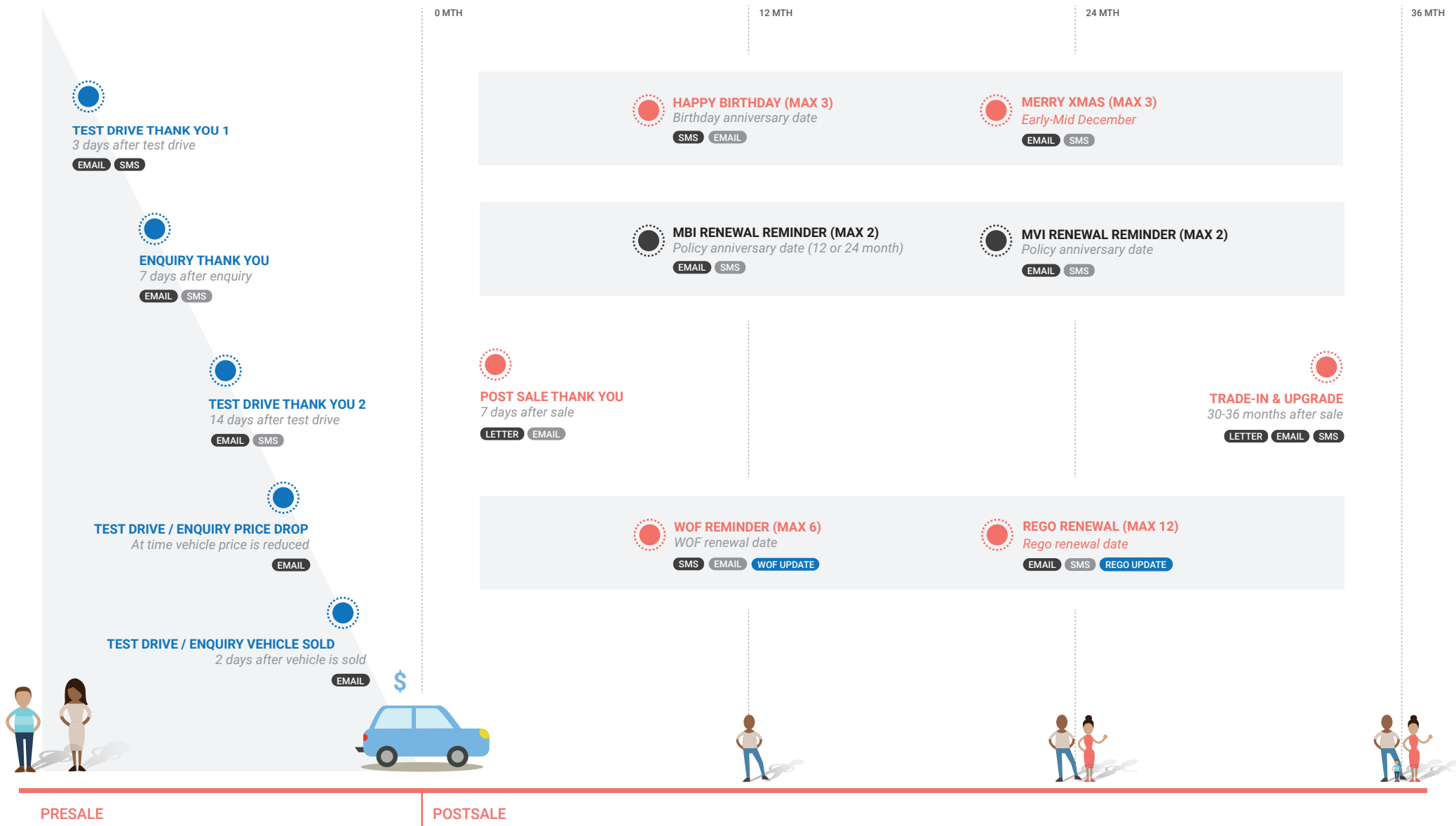
The good news is a simple follow-up communication plan can have a major impact on your pre-sale conversions.

Motorcentral AMPD CRM has been designed to automatically follow up with your prospects without you needing to lift a finger, and enables you to maintain a relationship with your customer, so you can maximise the opportunities being presented to your dealership.

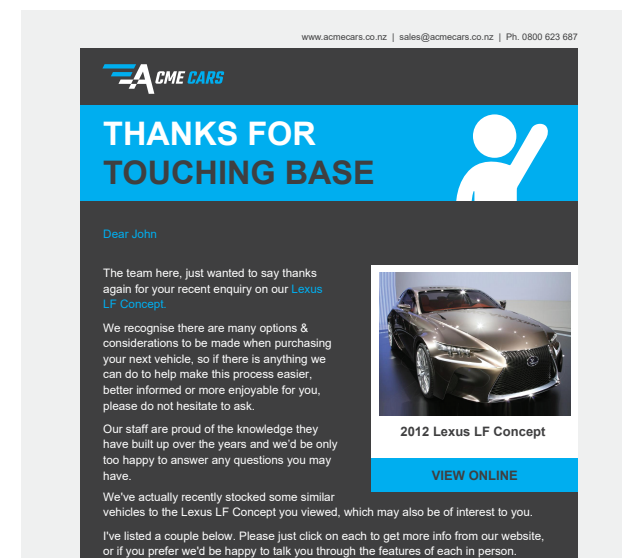
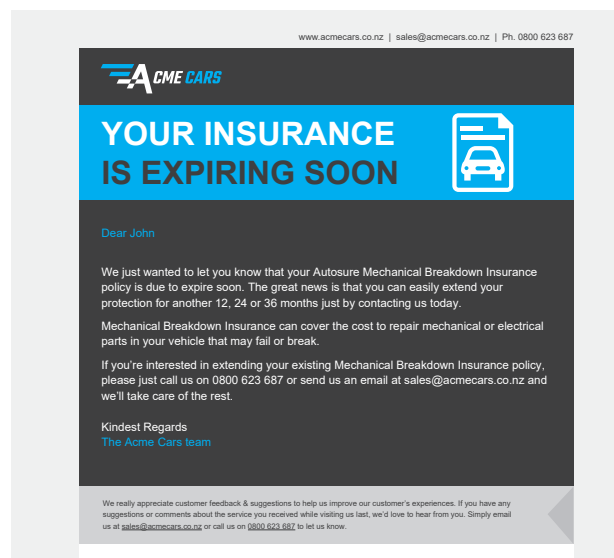
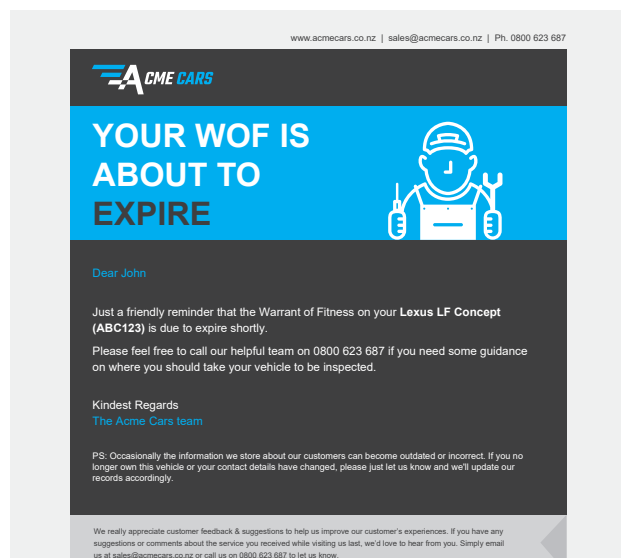
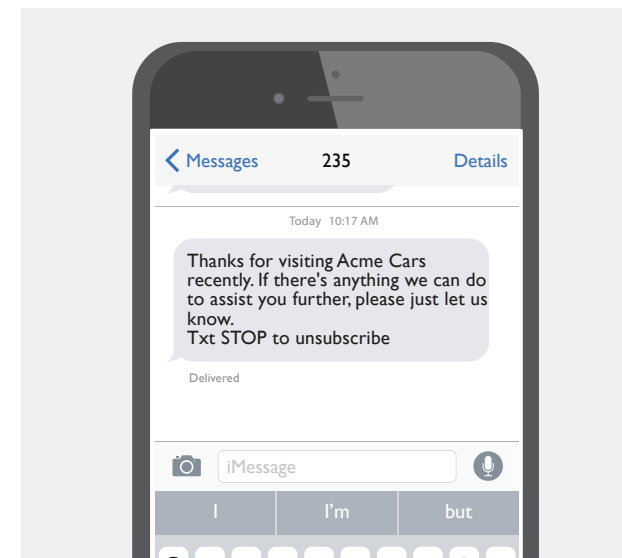
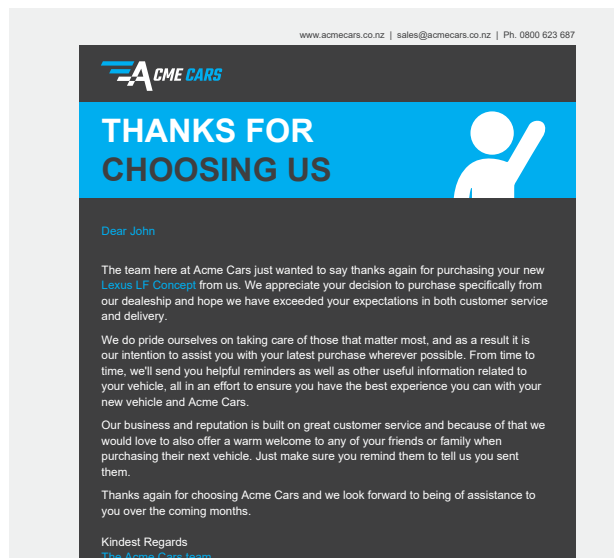


# All Touchpoints

Choose which touchpoints you would like your own unique plan to have and we'll do the rest.



# Template Samples



# Trade In & Upgrade

John Doe  
123 West S Rd  
Northridge  
Whangarei 1130  
New Zealand



Level 2  
12 Hazeldean Rd  
Addington  
Christchurch 8025  
New Zealand

Wednesday, April 1, 2016

Dear John:

We are excited to be able to offer you the opportunity to trade-in your current vehicle and drive away with a newer, later model vehicle.

In fact, we have a wide range of vehicles to choose from to suit any budget, including this one which we've handpicked for you.

Had a change in circumstance or lifestyle and look upgrade to something else? Let us know. Our large selection covers most customer requests, but we be more than happy to source you something outside our stock, if we don't quite have what you're after.

The team at Acme Cars would love to help! Contact us for more info. Txt STOP to unsubscribe

To take your car to the next level, contact us today.

Kind regards,  
Your friendly Acme Cars team

PS: We're excited to be able to offer you the opportunity to trade-in your current vehicle and drive away with a newer, later model vehicle.



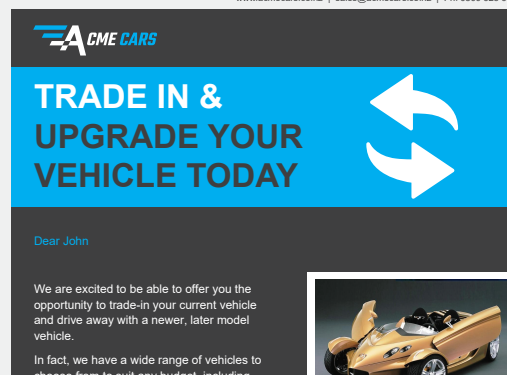
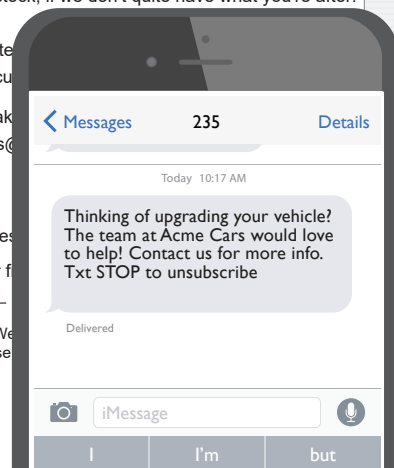
Send Chat Attach Address Fonts Colors Save As Draft

To: john@hotmail.com

From: sales@acmecars.co.nz

Subject: Trade-in & upgrade your vehicle today John!

Account: [dropdown]



✓ **Pinnacle communication piece** of customer life cycle

✓ Sent as **email, SMS & posted letter**

✓ **Automatically suggests** up to 3 vehicles in stock as possible trade ups



**2012 BMW Vision EfficientDynamics**  
POA



**1996 Ford Indigo Concept**  
\$9,000

✓ **Message changes** depending on whether customer purchased using finance previously

*Note: Charges for AMPD CRM setup and communication touchpoints apply. Please contact your Motorcentral representative for further information.*