



Rulers for Capturing The Unsold



It's Your Call

Do you know how well your team will handle it?

Our clients have discovered:

***"When we measured their performance,
their performance improved!"***

MEDIA KIT
version 0109

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Rulers for Capturing The Unsold

See What You've Been Missing!

We'll show you how to capture the unsold leads you are already generating.

Measure-UP! provides the tools to track lost sales, analyze opportunities, upgrade your team's skills, monitor your progress and deliver real world results, now and into the future.

Our Tools • *State-of-the-Art Technology* • *Proven & Tested Techniques*

- **Monitoring**
- **Analysis**
- **Tracking**
- **Training**

Our Focus

- Identify Lost Sales
- Analyze Lead and Call Handling
- Measure Call Performance
- Monitor the Call Process
- Train the Staff and Management Team
- Online Virtual Training & Certification for Staff and Management Team
- Maintain On-Going Commitment to Skills Progress & Sales Growth

Our Goals

- Easy Implementation
- Fast, Trackable Results
- Provide Exceptional ROI

Our Approach

Measure-UP! offers high-value programs developed in response to real-world needs and refined by decades of hands-on experience. Measure-UP! combines state-of-the-art technologies with proven techniques and training to drive progress by taking advantage of leads you are already generating and improve bottom-line results by capturing lost sales.





Rulers for Capturing The Unsold

We Turn Leads into Sold Deals!

Track what you lost . . . Capture what you find.

A Proven Company

with a Winning Record and In-Depth Experience

- 34 years Experience in Sales Training
- In-House Training at over 500 Auto Dealerships coast-to-coast
- Hosted over 1000 Sales Training Workshops and Seminars
- Testimonials From Industry Leaders

Points of Difference

Decades of Automotive Business Success

- Integrated Technology / Analysis / Training
- Proven Sales & Management Training Programs
- Online Virtual Training Programs
- Long Range Commitment & Programs
- National Experience and Exposure
- Uniquely Successful Key Personnel
- Extensive Dealership & Market Experience

Competitive Edges

Our Business Model Shows Your Results and Proves Our Effectiveness

- 100% Trackable Return on Your Investment
- 100% Accountability For Our Results
- Low Cost, Excellent Value
- Highly Effective Programs
- No Up-Front Costs
- Quality of Partner Organizations
- State-of-the-Art Technologies, Techniques and Tools





Rulers for Capturing The Unsold

Dynamic Solutions That Prove Themselves!

Designed to show you the numbers that validate ROI.

Monitoring / Analysis / Training / Tracking for Sales

Our Programs have been developed through decades of success and extensive real-world experience, combining training expertise with meticulous execution to deliver exceptional ROI. Our business model has been developed to clearly show your results and prove our effectiveness.

MEASURE-UP!

- ***Comprehensive Call Handling Performance Review & Analysis Program***

We'll track and report on each incoming call and the salesperson that took the call. Measure-UP! will then show you how well the calls are being handled. We grade your sales calls and staff utilizing a "Red, Yellow or Green Light" point system. With Measure-UP!'s exclusive Dashboard Report you will know exactly who is qualified to handle your incoming sales calls and who isn't! Plus you will see via our exclusive Call Breakdown Report how many calls are being answered, how many go unanswered, how many go to voicemails etc. – and in addition, you'll receive a model mix analysis showing which models are generating interest.

HEADS-UP!

- ***Real-Time Alerts for Mishandled Calls, Hot Leads & Set Appointment Notification***

As we monitor each dealership's calls, our trained specialists screen each call for 13 vital criteria and note and categorize every mishandled call, set appointment or Hot Lead. Within 2 hours, we email the sales managers a Heads-UP! alert with all the vital info. The manager can quickly take action to save the deal - in real-time, before the sale is lost!

LISTEN-UP!

- ***Phone Prospect Follow Up & Reporting***

We will follow up with your phone prospects and show you what happened with them after they've hung up! Knowing how many calls and how you handled the call is important – however – knowing what your customers plan on doing or already have done since they called in is even more useful!

We'll contact a certain percentage of your phone prospects to find out exactly where they stand in the market. You'll get clear reports on prospect results, buying intentions and the reasons why - if they did not visit your business.

ONLINE VT 24/7

- ***Online Virtual Training for Your Team***

Measure-UP! Group Virtual Training is an in-depth training and certification program designed to capture more appointments than ever before. Every member of your team can log on 24/7 from any computer in the world and be trained and certified in the best practices and most effective techniques.

Our training program is focused on key skills and utilizes a phase by phase method to quickly train, test and certify your staff in our proven methods to properly handle every call, set appointments and bring solid prospects in your door.





Rulers for Capturing The Unsold



CALL PERFORMANCE PACKAGE

for SALES Departments

- ***Comprehensive Call Performance Review & Analysis Program***

We provide:

- Exclusive Dealership Grading Report
- Exclusive Dashboard Report
- Exclusive Call Breakdown Report
- Exclusive Model Mix Analysis
- In-Depth Lost Sales Analysis
- Team Evaluations & Training Recommendations

SALES LEAD MONITORING / GRADING / TRACKING

- ***On-going Call Monitoring and Lead Tracking***

- Multiple Tracking Numbers (If required)
- Call Monitoring & Review of up to 200 calls / upgrade option for more calls
- Grade Call Performance
- Assign Calls





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REAL-TIME ALERTS
for SALES Management

HEADS-UP!

- ***Real-Time Alerts for Mishandled Calls, Hot Leads and Set Appointments***

The concept is simple. As we monitor each dealership's calls, our trained specialists screen each call for 13 vital criteria and note and categorize every mishandled call, set appointment or Hot Lead. Within 2 hours, we email the sales managers a Heads-UP! alert with all the vital info. The manager can quickly take action to save the deal - in real-time, before the sale is lost!

In our pilot program we discovered that 61% of incoming lead calls were mishandled in one of several vital areas. By providing a real-time Heads-UP! alert, these mistakes can be quickly addressed and corrected, and these calls turned into captured sales. We'll also notify managers of every Hot Lead for follow up, and each set appointment, so that staff is ready and waiting to greet the customer and close a deal.

The Heads-UP! program is now included, at no additional cost, as part of our innovative and ROI-proven Measure-Up! call handling performance and analysis program.

• ***Heads-UP! Alert Trigger Categories***

- 1 : Hang Ups
- 2 : No Caller Contact Information for Follow up
- 3 : Angry Customer
- 4 : Dealership Voicemail - HOT LEAD
- 5 : Salesperson's Voicemail - HOT LEAD
- 6 : Receptionist Needs Coaching
- 7 : Receptionist Took the Call - HOT LEAD
- 8 : Salesperson Too Short with Customer
- 9 : Taking Credit Application Over the Phone
- 10 : No Salesperson Available
- 11 : Not Asking for an Appointment
- 12 : Appointment Set
- 13 : Not Answering Customers Questions





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PHONE PROSPECT FOLLOW-UP PROGRAM

LISTEN-UP!

• Phone Prospect Follow Up & Reporting

We provide:

Follow Up Calls to a Percentage of Phone Prospects

REPORTS on:

- Visit Status
- Reasons For Not Visiting
- Visit Result
- Buying Intentions
- Purchased From Competitors
- HOT LEAD list

WHAT WE DO:

We will follow up with your Phone Prospects and show you what happened with them after they've hung up!

WHAT WE FIND OUT:

We'll contact a certain percentage of your phone prospects

To find out exactly where they stand in the market;

For example:

- Did they set an appointment to visit?
- Did they visit your showroom?
- Did your sales staff follow up after the call/visit?
- Did they buy from you? - If not, why?
- What is their buying intentions/time frame?
- Did they buy from your competitor? - If so, why?

WHAT YOU GET:

With Listen Up!'s exclusive customer survey you will know who's hot and who's not! Not only will your team know exactly who is still in the market, they will even know when they plan on buying - for example:

- Now – which we call "HOT LEADS"
- 11 – 30 days
- 1 – 2 months out

Furthermore and just as important you'll know how many customers bought at your competitors and why? Imagine knowing exactly what your phone customers are doing after they hang up with your sales staff and how many are ready to buy! With our Listen-UP! program you will have the "HOT LEADS" (Customers that are ready to buy now) delivered to you immediately!

Simply put we provide true R.O.I by allowing your staff to focus on your customers that are willing to buy from you and buy now! At month end we will provide a full report on our findings along with each and every survey showing your customers actual comments in detail.





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ONLINE VIRTUAL TRAINING PROGRAM
for SALES

ONLINE VT 24/7

- **Online Virtual Training for Your Team**

We provide:

- 24/7 Access from Any Computer
- Easy and Fun To Use System
- Learn At Your Own Pace
- Integrated Testing and Certification Program
- Step-By-Step Training Chapters

Getting Started - 5 Phase Program

- Introduction
- Facts & Figures Don't Lie
- How We Score Performance
- Shopping the Competition
- Review & Closing

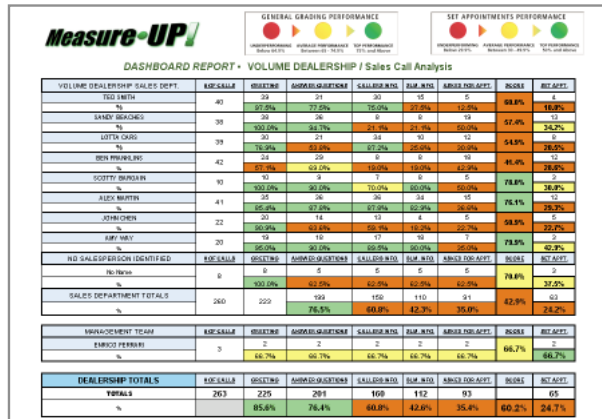
Skills Program - 6 Chapters

- Proper Greeting
- Answering the Caller's Questions
- Capturing Lead Contact Information
- Providing Your Contact Information
- Asking for an Appointment
- Setting an Appointment

Real-Time Progress Monitoring for Managers

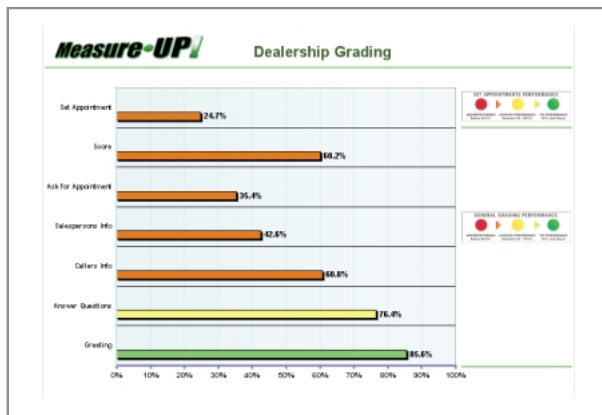


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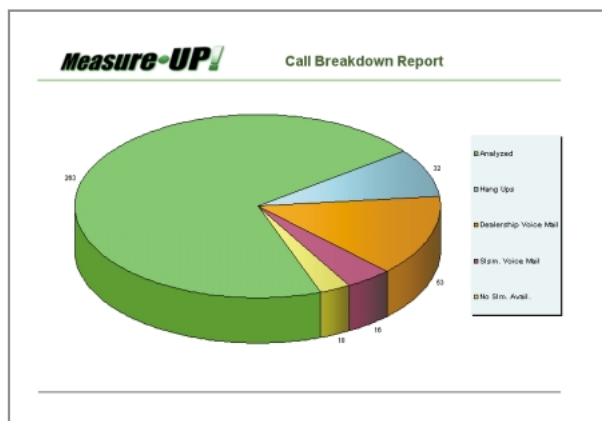


Clear, Efficient Reporting
Providing Dual Accountability :
Call Handling Performance
& Training Effectiveness

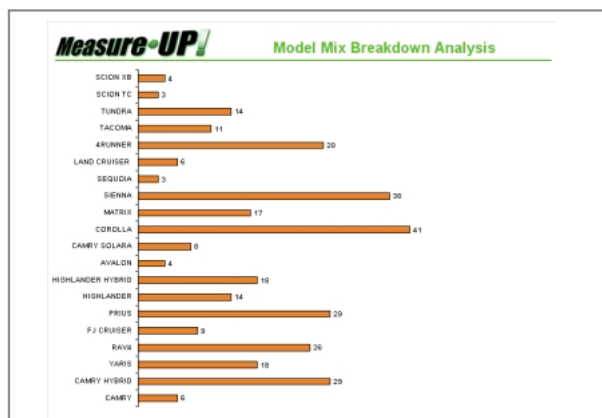
Exclusive
Dashboard Report
for
Staff, Management
& Overall Performance



Dealership Grading Report
on
Key Category Scoring

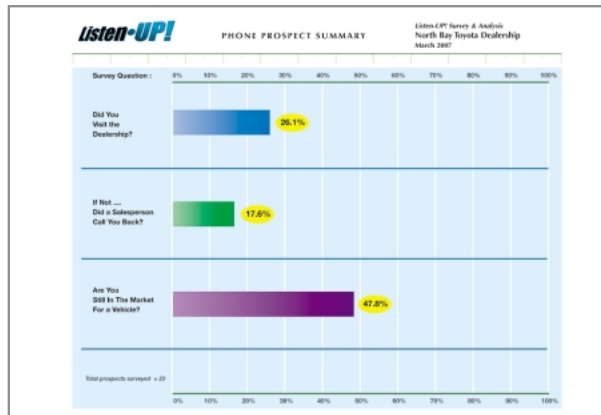


Call Breakdown Report
of
Incoming Call Handling



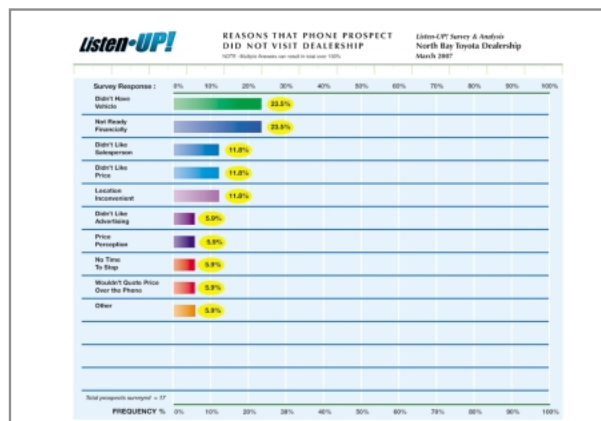
Model Mix Analysis
by
Vehicle

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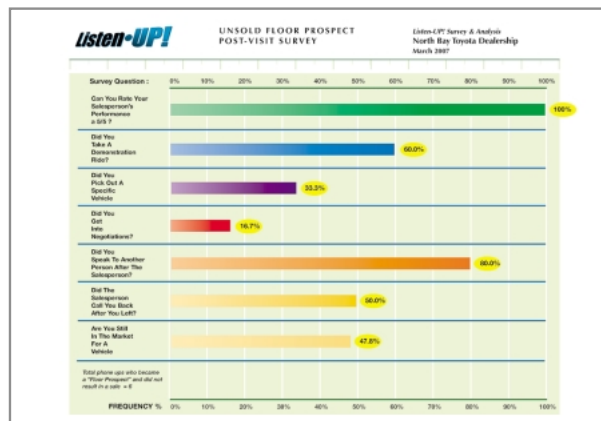


Listening to real customers
to evaluate your performance,
target buyers still in the market
and identify HOT leads

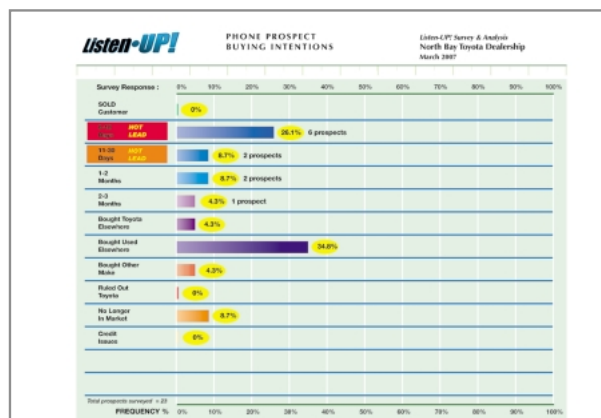
Phone Prospect Summary
Visit Status
Call Back Performance
Still in the Market?



Reasons for No Visit
Detailed Reporting on
Why You Lost the Lead



Unsold Post-Visit Survey
Detailed Reporting on
Reasons for Not Buying from You



Buying Intentions
Those that are Still in the Market



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Al Dee, president & CEO
Executive Profile



Al is one of the best Automotive trainers and consultants in North America, with decades of experience in every aspect of sales and dealership management. He has personally conducted successful in-dealership training and off-site seminars in all parts of the country for domestic, import, volume and luxury dealerships. Al is an accomplished and recognized dealership team trainer with winning strategies for sales and management, acknowledged by many of the top dealership principals in the business.





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TESTIMONIALS : A I D e e

"I've had 25 Years of Growth & Success with AI Dee"

Tom Price, President Price Family Dealerships Larkspur, CA

"AI is someone that I will take time out from my busy schedule to listen to, for I know he will bring me current with the ever-changing dealership business."

Fred Cziska , General Manager Marin Luxury Cars Corte Madera, CA

"AI Dee is a focused, professional trainer."

Adam Simms, President / General Manager Toyota/Scion Sunnyvale Sunnyvale, CA

"They say the secret to success is a great foundation. AI builds that foundation."

*John Driebe, Dealer Principal Nissan Of Elk Grove, CA Infiniti Of Elk Grove, CA
Florin Road Kia*

"As a professional, "hands on" sales trainer, AI Dee ranks with the very best that I have seen in my 45 years in the automobile business!"

Robert M Robbins, President Crestwood Dodge, Inc. Garden City, MI

"AI Dee is a winner!"

Rodger D. Lau , Vice President & GM Jeffrey Automotive Group Roseville, MI

"AI Dee is one of the best sales trainers that I have come across in my 24 years in the business!!!"

John Cueter, President Cueter Chrysler Jeep Dodge Ypsilanti, MI

AI's program simply gets it done."

Anthony S. Jerome, Sr., President Tamaroff Automotive Group Southfield, MI

"Without the proper means of tracking results, the measurement of improvement is only a guess. AI helped us stop guessing and start progressing."

Joseph Posby, General Manager Rodgers Chevrolet Woodhaven, MI

"We started small and AI took us to the Super Bowl, that's all there is to it."

Joe Gunther, President Gunther VW/Mazda Ft. Lauderdale, FL





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TESTIMONIALS : Measure-UP! Group Programs

"The Measure-UP! Group's programs are very simple to use and consistent to apply. We can quickly monitor the phone-call performance of the entire sales team and identify those individuals in need of further training. The 24/7 online training and certification allows us to direct each individual to the training they need, and follow up on their progress. It's credible, fair and easy for everyone to use and understand."

- *Dean L. Gauthier, Variable Operations Manager*
Champion Chevrolet, Cueter Chrysler Jeep Dodge, Champion Chrysler Jeep
Ann Arbor, Lansing and Brighton Hough, Michigan

"Their lead follow-up program, Listen-Up!, is unique - no one else offers anything like it - and a really valuable piece. We can immediately see who's hot, and know just what they need, so we can focus on that and recover the deal."

Since we started with the Measure-UP! Group, I can see that we are recovering 3 to 5 additional deals every week! That's powerful."

- *Rodger D. Lau, Vice President & General Manager*
Jeffrey Automotive Group / Tamaroff Automotive Group Roseville, Michigan

"I love Measure-Up! monitoring because it is so easy to for me to use and everyone involved understands what we are looking for. It is very simple and highly effective. By focusing on the fundamentals and providing clear feedback on where everyone is with those basics, I have a tool I can really use to hold everyone to account. The reports allow me to zero in on exactly what needs to be done with each member of my team."

The Measure-UP! Group has had a definite impact on our bottom line. If you are spending money on sales programs, you want them to be clearly effective - their programs have proven themselves."

- *Karen L. McKemie, President and General Manager*
Mercedes-Benz of South Charlotte South Charlotte, North Carolina

"With Measure-Up! I have a consistent approach that's simple and powerful, and reporting that is timely, clear and very useful. It's a great program."

- *John Driebe, Dealer Principal*
Nissan of Elk Grove, Infiniti of Elk Grove Elk Grove, California

"Measure-UP! makes our program reliable, consistent and more effective. It's simple, but their reports save my time and help me manage it more productively. With 26 salespeople on my team - that's huge."

- *Mike Shum, General Sales Manager*
Toyota Sunnyvale Sunnyvale, California

