



Toyota's Signature Program Honors Dealers Committed to Customer Experience.

The Bird Dog Club fits hand in hand with this ideal, by providing a positive reward system for satisfied customers.



PROSPECTOR'S CLUB

The Bird Dog Club drives 1677 retail sales in 2007 for the Phil Long Auto Group.

"The foundation of building your dealership business is the relationship you build with your customer. The Bird Dog Club is an integral part of our game plan to stay focused on this initiative and as become a cornerstone in why a customer should choose us. The Bird Dog Club sells vehicles and keeps the sales consultant in touch with the customer with a positive message that builds this relationship."

Jim Fynes
Executive VP Partner
Phil Long Auto Group
www.phillong.com

The Bird Dog Club & Toyota Signature, "Moving Forward" together for great results!

Positive Word of Mouth is a successful dealership's MOST important form of advertising. We have combined a user-friendly referral tool for the sales staff, with a tool designed for marketing, as well as a tool for tracking /organizing referral sales. The result allows a dealership to utilize their customer's positive experience.

At the heart of every dealership is its customers and a dealership is judged by what those customers have to say about it. The Bird Dog Club is effective in taking a positive feeling a customer has about the dealership and their salesperson, one step further. It is a program that takes average referral sales and turns them into real results!

Providing the Sales Staff with a Tool to build an "Outside Sales Force"

Salespeople Nationwide are enlisting their "Most Satisfied Customers" as their outside sales force. A sales staff can increase their monthly sales by 30-40%, if they properly utilize the positive "Word Of Mouth" generated by a customer who has just purchased a new vehicle.

Proof of an Effective, Well-supported Internet Referral Sales Program Lies Within These Dealers' Websites:

- Long Lewis Ford
- Phil Long Ford of Motor City
- Suzuki of Wichita
- Sand Mountain Toyota
- Toyota of NW Arkansas
- Heyward Allen Toyota
- Prime Toyota
- Burt Automotive Group
- Crestview Chrysler Dodge Jeep
- Cueter Chrysler
- Phil Long Hyundai
- Burdick Cars

RESULTS TOYOTA CAN COUNT ON:



Increased Sales

Bird Dog Club dealerships are making sure that friends and relatives of new and current customers are not purchasing from the dealership next door. Bird Dog Clubs are providing each and EVERY CUSTOMER the opportunity to do business every week with THEIR dealership and be rewarded. Dealers are taking advantage of the fact that over 80% of a dealership's business is driven through the internet and they are putting proof of their willingness to reward their customers right on the front page of their website, with a customized Bird Dog Club link.



Increased Customer Satisfaction

Your customers can count on your dealership to reward them for their referrals. Customers see something in writing about your referral rewards, they see greater rewards for a continued relationship, and they see OPPORTUNITY with your dealership. Opportunity to "Earn Extra Cash."



Increased Showroom Traffic

Dealerships that use the Bird Dog Club can count on traffic generated by their sold customers. This reduces advertising dollars and provides the dealership with new leads that are serious about purchasing a vehicle.



Someone threw
SIMPLICITY out
the door, so we
sent the **DOG** out
to retrieve it!



**AMERICA'S #1
ONLINE
REFERRAL
PROGRAM!**

**CONTACT US TODAY
TO JOIN THE HUNT!**

www.birddogclub.com

1-866-601-2364



PROSPECTOR'S CLUB

A few common questions:

How can I reward my loyal Bird Dogs?

How can I capitalize on my best form of advertising?

How can I increase my sales numbers every month, without spending a fortune on advertising?

How can I keep track of how many referrals we are we selling every month?

How can I make my sales staff the most effective sales staff in my demographics?

The Bird Dog Club is the answer!

PRICING YOU CAN MANAGE!

This program costs \$995 for the License agreement and installation on your website, and it takes less than an hour to learn.**

Maintenance is \$299 per month.

- No additional fees for additional training of new staff
- No additional fees for upgrades
- No additional fees for any changes you request
- No additional fees based on the number of vehicles you sell

****A NEW PROGRAM SHOULD BE A WELCOMED ADDITION TO YOUR DEALERSHIP, IN BOTH PRICE AND SIMPLICITY!**