

How to Get **NEW** Customers Program



Prospect List Generation

Target the right prospects. We'll help clean up your current list or work with you to get a clean, new list.

Direct Mail Postcards

Postcards have proven to be the best direct mail tool available. We have many custom designs that are guaranteed to get attention.

Personalized Emails

Email is an essential part of any successful campaign. We give you the professional looking exposure needed for success and provide detailed reporting for precise follow up through-out the program.

Sales Training and Tracking

Finally, we tie the program together with training for your sales and admin teams.

How many NEW customers did you get last year?

If you are like most dealers, the answer is: *not enough*. With today's economic pressures you can no longer rely solely on your sales team to bring in the NEW business needed to survive and grow.

The How to Get NEW Customers Program is designed to make your dealership name well known in your market and to help drive in NEW customers. Designed to suit any size dealership, this innovative new program features a combination

of services and support including database management, a direct mail campaign, an email campaign and the accountability that lets you see your return-on-investment. The really good news is that we do every step of the program for you.

Tough economic times demand definitive action. Take advantage of the How to Get NEW Customers Program and see just how easy it is to get more NEW customers than ever before.

www.prosperityplus.com

PO Box 85 • Smithtown, NY 11787 ph: 631.382.7762 fx: 631.382.7744