



**YOU CAN CLOSE MORE DEALS
MORE PROFITABLY WITH
HAPPIER CUSTOMERS!**



1st Pencil Guest Concept Software

1st Pencil presentation software and process provides a Customer friendly approach to negotiations that enhances profitability, increases close rates, reduces negotiation times and improves Customer Satisfaction rates. Let us show you how 1st Pencil can increase your results.

The process helps with the confidence levels of our Salespeople when presenting numbers. Confident Salespeople are simply better closers. This is especially critical for our new Salespeople."

Why 1st Pencil Concepts

For the past 12 years we have worked with hundreds of Dealers on the process of increasing profits, customer retention, follow-up and BDC implementation software. Guest Concepts' founder, David Krier, designed the LSI Customer Retention Software (now owned by Reynolds & Reynolds®) used in nearly 1,000 Dealerships and Business Development Centers across the U.S. and Canada including many Dealerships that are considered leaders in the automotive industry.

LSI Software was the primary solution used by Ford Dealerships across the U.S. for Customer Retention, Lease Renewal, Retail Trade Cycle Management and BDC Process.

During this time we noticed a couple of common threads throughout the industry.

- Salesperson turnover impacts overall Dealership closing ability
- Their best profit opportunity was usually during the first visit
- First visit closing rates in most Dealerships were less than 20%
- Most "first visit" Customers that didn't buy bought elsewhere
- Salespeople didn't do a good job on follow-up
- Business Development Centers were expensive to staff
- Real BDC returns were difficult to track

The solution: **Sell more Customers on the first visit. Close more deals with more profitability and happier customers. 1st Pencil**

Revolutionary software can boost your auto dealer profits by \$300 to \$600 per deal or we write you a check...And when we do that our Salespeople won't have to struggle with process of trying to get their Customers back



into the Dealership. Our Salespeople can now focus on Customer satisfaction and referrals.

We're not saying don't follow-up, but if some of the things we outlined above sound familiar to you and may be happening in your Dealership then the obvious next question should be "How can we do that?"

We're glad you asked... First of all you need to look at the process most Dealers have used since the beginning to sell cars which puts the Customer and the Salesperson in an adversarial position. This typically involved old-style selling methods that started with the questions: "Where do you want your Payments?" and "How much did you want to put Down?" and then ultimately ended with a "4-Square" presentation which is designed to be confrontational and puts the Dealership at risk since it does not include legally required disclosures.

Many Salespeople are literally intimidated by the process of presenting numbers since this is where the relationship they had built with the Customer up to that point could come crashing down around their shoulders. We all know that when the Salesperson doesn't have confidence in the numbers the likelihood of a sale decreases dramatically.



1st Pencil provides a fresh approach to selling cars and presenting numbers. We help you teach your Salespeople not to ask the questions that will ultimately undermine the sale at the negotiation stage. The **1st Pencil** software helps you instantly create a Customer-Friendly presentation that helps you get off of price and onto Payment and Down Payment which are the motivating factors in most Car buying decisions. Finally the presentation helps the Salesperson explain the relationship between Payment and Down Payment and helps the Salesperson get additional Down Payment because of a simple stair-stepped approach. Putting this presentation in the hands of the Salesperson has a huge impact on their confidence. The **1st Pencil** approach will help you Sell the Customer the first time.



How does Guest Concepts Software work?

1st Pencil consists of three different customizable strategies to present numbers to the Customer.

- **Multi-Option** - This presentation provides up to three different Finance Terms, two Lease Terms and four alternatives for Down Payment. The end result is up to 20 different alternatives that can let the Customer see how different terms, programs, rates and rebates compare. The key to all of the Guest Concepts presentations is that instead of focusing on Price, we focus on Payment and Down Payment which are the driving factors in a buying decision.
- **Target Payment** - In some cases the Customer may indicate that they have a Monthly Payment "Target". We know that in many cases the amount of Down Payment required to get to this Payment is more than they anticipate. This presentation shows the Customer how much Down Payment is required to get the Payment they want but then gives them three other alternatives (3/4 Down, 1/2 Down and 1/4 Down) so the Customer can see the relationship between the numbers. This is an extremely powerful presentation since only the Payment difference is displayed. As an example to achieve the Customer's Target Payment of \$350 it may take \$4,500 Down, but putting Down \$2,250 the Monthly Payment only goes up by "+ 45.19". "Less than the cost of an inexpensive meal out and this way they are driving the vehicle they want for the whole month!" As you can imagine, this is very effective.
- **Target Down** - In some cases the Customer may indicate that they have a Down Payment "Target". We know that in many cases the Monthly Payment required to get to this Down Payment is more than they anticipate. This presentation shows the Customer the Monthly Down Payment required to get that Down Payment but then gives them three other alternatives (if the Target Down is \$2,000 or less alternatives based upon increments of \$500 additional Down or \$1,000 increments if the Target Down is greater than \$2,000) so the Customer can see the relationship between the numbers.

This process focuses on Monthly Payment and Down Payment which are the primary factors in most buying decisions. Since the focus is not on Price, profits tend to be higher.



"We have made more 'full list' deals than ever before... A lot of our Customers simply circle one of the alternatives and the deal is done"

The Guest Concepts Selling Process

- **Increases Salesperson Confidence**

If the Salesperson stumbles during the process of initially presenting numbers to the Customer the likelihood of a positive outcome decreases dramatically. The *Guest Concepts* presentation provides a "Confidence Tool" for the Salespeople since it provides a simple, non-threatening way for them to start the Deal.

- **Raises Gross Averages**

The *Guest Concepts* presentations focus on Payment and Down Payment rather than Price. Payment and Down Payment are typically the driving factors in the buying decision and presenting them in the right way can dramatically impact Gross Profits. Dealers tell us that in many cases the Customer simply circles the Payment/Down Payment combination they want and Price is not an issue.

- **Increases Down Payments**

The presentation provides an easy way for the Salespeople to introduce the concept of additional Down Payment. This not only reduces Monthly Payments it also increases the quality of the paper you send to your finance providers.

- **Improves Close Rates**

The *Guest Concepts* presentations help increase Down Payments since they provide an easy way for the Salesperson to introduce the benefits. The presentations help the Customer understand the impact of Down Payment and the relationship it has on Monthly Payments.

- **Higher CSI Scores**

Because the *Guest Concepts* presentations are interactive and non-confrontational they reduce the stress that can occur during the negotiation process. The ultimate result is happier Customers, more referrals and higher CSI ratings.

- **Web Based – Accessible from anywhere**

Guest Concepts software utilizes a web-based, secure database that allows the Dealer to access the solution from any computer with an internet connection. This eliminates the need for complex network configurations and



allows multiple Managers and authorized Salespeople to share access.

- **Works with both Negotiated Price and One Price operations**

The beauty of this process is that it works just as well with one-price operations (i.e. Saturn Stores) as it does with Dealerships that utilize a negotiated price process.

- **Single Dealership or Enterprise installations available**

The ***Guest Concepts*** software is designed to handle either a single Dealership or an Enterprise consisting of multiple Dealerships. The software is easily configured to provide access as either a user or administrator to either specified Dealerships or all of the Dealerships in the Enterprise.



What's involved in a Guest Concepts installation?

The screenshot shows the Guest Concepts software interface for a dealership named 'HOMETOWN MOTORS'. The user is logged in as 'Jones, John'. The main window displays details for a guest named 'JONES, JOHN' and a salesperson 'SMITH, BILL'. The vehicle is a '2006 FORD FUSION' with stock number '1234' and deal number '12345'. The MSRP is \$22,500.00, and the price is also \$22,500.00. The total cost including taxes and fees is \$24,822.71. The trade-in value is \$5,800.00, resulting in a trade payoff of \$4,241.25 and trade equity of \$1,588.75. The status is 'ACTIVE' and the tax profile is '8.25'. The show price is set to 'NO'.

The financing section shows a 'Desired Payment' of \$350.00. Below this, there are two tables. The first table shows a financing option with a 60-month term, a 7.90% rate, a \$1,000.00 rebate, and a residual amount of \$1,000.00. The second table shows the 'Payment Difference' for different cash requirements: 3/4 Cash (+24.45), 1/2 Cash (+48.90), and 1/4 Cash (+73.34).

Term	Rate	Rebate	Residual Amt	Residual Amt
60	7.90 %	1,000.00		1,000.00

Term	Cash Required	3/4 Cash	1/2 Cash	1/4 Cash
FINANCE 60	-4,818.00	3,813.50	2,409.00	1,204.50
Payment Difference		+ 24.45	+ 48.90	+ 73.34

Fortunately, this is not a complex process, but it is important that everybody is on board and that everybody understands their role.

One of the keys to a successful implementation is to make sure your Salespeople are saying the right things and not unintentionally undermining the negotiation process. We spend a day with your Salespeople working with them, role playing and helping them understand what to say and why. We also want them to understand how to correctly present the numbers.

We spend time with each Manager individually, getting them comfortable with the software, the various types of presentations and how to effectively determine which presentation to make in which scenario. Finally we go over the process of running reports that help the person that is responsible for monitoring the sales process in the Dealership determine how effectively the



tools are being used.

Dealers see results immediately, and tell us that they notice the increase in their Closing ratios and Gross Profits before we leave the Dealership.

1st Pencil Training Support



We find that it is very important that we also setup quarterly ongoing maintenance training to train new Salespeople, refocus existing Salespeople and to resolve any questions or challenges either they or their Managers may encounter. We also want to make sure everybody understands and is utilizing new features and strategies we develop. This is typically a one day visit. Dealers tell us that they always see an impact on their Closing Ratios and Grosses after these visits since they get refocused and reenergized.

Training on the ***Guest Concepts*** Selling Process and Software is done by a network of professional associates that understand your business. Ongoing Training is one of the keys to successfully implementing the Guest Concepts process. When Salespeople say the right things to their Customers they avoid the pitfalls that can undermine the Sales Process and impact Close Ratios and Gross Profits

Phone Support is available from Guest Concepts Support Professionals 7 days a week.

FRQUENTLY ASKED QUESTIONS

Who We Are?

Q: Who is Guest Concepts?

A: "Guest Concepts provides the 1stPencil Negotiation Strategy solution that's currently used by over 250 Dealerships nationwide, including some of the most successful Dealerships in the nation."



Q: How much is it?

A: "That's the best part! It's \$795 per month. Dealers tell us that they see their Gross Average increase by \$300-\$600 per vehicle with some dealers reporting more than \$600 per vehicle."

Q: Let me ask you something... How many vehicles do you sell in a month?

A: If it only increased your Gross Average by \$100 that's **XXXXX!** Per Month! That's a no-brainer! Remember, we **GUARANTEE** your Gross profits *will* go up!"

Q: What's the time commitment?

A: "That's another one of the great things about our solution... Our agreement is Month-to-Month. We don't need to tie Dealers up with a long agreement."

"If you provide results, you don't need long term contracts."

Q: Do you provide training for my new sales people and Internet sales department?

A: Ongoing Training is one of the keys to successfully implementing the Guest Concepts process. And we keep training your new staff and refreshing your old salesmen with ongoing training and new strategies.

A: Do you offer any type of guarantee for the software?

Q: We **GUARANTEE** results or we write you a check! That's how much confidence we have in our software. Our grosses are already the best in our market...That's something to be proud of but the best part is that Dealers that already have a strong Gross Average are the ones that see the biggest impact! You are already demonstrating your ability to exceed the norm and be the best.

What else we guarantee:

- **Fastest Desking tool available.** Work 10 deals at one time in less than 2 minutes.
- **TYPICAL** results **increase** your gross **\$300-\$600 per vehicle sold.**
- **Used by 256 dealerships nationwide** including Galpin Ford the #1 volume dealer in America and all 10 of the Galpin Motor stores.



- **Guaranteed** to increase your closing rate.
- **Guaranteed** to speed up the closing process which.... Increases the closing rate!
- Month to Month Contract at only \$795 per month – NO LONG TERM COMMITMENT. We are so convinced that you will be impressed by 1st Pencils abilities that we don't need you to commit to months and years of our service.
- Already in a long term contract? Look at our gross increase. 1st Pencil will pay for both programs and **make you more money.**
- **Converts Internet Leads** to Floor Traffic!
- Desk all of your new cars with multiple terms, rebates, without rebates, special APR's and leases in **less than 20 seconds.**
- So much more.... Please let us present you with a 20 minute demonstration at your convenience.

Q: Who else is using the 1stPencil software?

A: Read the success stories down below from auto dealers that are using this Guest Concept 1stPencil negotiation strategy to profit \$300 to \$600 per deal.



"The Guest Concepts presentations have helped increase our Closing Ratios, Profits and Customer Satisfaction. The process helps with the confidence levels of our Salespeople when presenting numbers. Confident Salespeople are simply better closers. This is especially critical for our new Salespeople." - Tawny Arnaud, Vice President of Sales, Galpin Ford - North Hills, CA

"Our gross average has increased by over \$500+ per deal, and Guest Concepts has been a significant factor in helping our Sales Satisfaction and Voice of the Customer Scores increase by over 20 points when compared to last year" (Note: This Dealership ultimately won the Ford Presidents Award for Customer Satisfaction for 2007)



We've seen more deals at full price than we have ever seen before"



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"We've seen more down payment in the last few days since installing Guest Concepts then we saw in the last few months"

"The Guest Concepts process levels the playing field and helps new Salespeople close on a par with seasoned veterans"

"I can't tell you how many times my Salespeople come back to me with a payment circled and the deal closed in just a matter of minutes"

"This is the best software solution I have ever seen for a Dealership"

"Guest Concepts has paved the way for our Salespeople to start their deals in a more professional manner"

"This is the only software I have ever seen that actually does what we are told it will do"

"Our first deal using Guest Concepts closed in less than 3 minutes at full price"

"My Salesperson came back so fast that I thought something was wrong... The Customer circled a payment and it took about two minutes to close the deal"

"I closed three deals this last weekend where I was able to improve my gross by \$1,500 each by using the presentations"

CONTACT



Request A FREE Demo Today!

Send me an email or call me to set up your free demo...

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