



Consulting and Training Packages

Internet Process Consulting and Training Packages: Today, the Internet is part of most shoppers' car-buying process. Your dealership's ability to convert those "digital tire kickers" into physical showroom ups is critical to your success. We have implemented proven e-business processes with many of the nation's top performing dealerships, increasing close rates, while reducing the cost per sale.

2-Day Internet Process Assessment: We have geared this Assessment for start up internet departments looking to establish the basic processes for successfully selling on the internet as well as for the seasoned veteran departments looking to improve their current performance. We highly recommend having us come in and perform this assessment, before investing in any training to determine your best course of action. This assessment includes one 2-day on-site visit where we will perform the following:

- ✓ Pre-Visit Internet Mystery Shop Basic
- ✓ Onsite Assessment of current internet processes and lead traffic
- ✓ Staffing needs assessment
- ✓ Strategy Meetings with key managers and staff members
- ✓ Internet pricing Policy Review
- ✓ Internet Best Practice review
- ✓ Internet process framework development tailored to your store
- ✓ Process Framework Documentation
- ✓ Lead Management Tool review
- ✓ Lead Management follow-up contact schedules review
- ✓ Internet e-mail Template review
- ✓ Internet Phone Script review

Internet Basic Package: We have geared this package for start-up or small internet departments looking to improve current processes or re-launch their e-business processes from the ground up. It includes 5 days on-site plus eight hours of remote contact schedule, e-mail template & script development plus remote phone script training with your internet staff and mystery shopping. Timeframe: Approximately 3 months start to finish, 3Day Launch plus 2-day follow-up visit. (Requires 2 Day assessment completed in advance).

- ✓ Internet Process Development and Launch Meetings with key managers and staff members
- ✓ Final Process Documentation
- ✓ Lead Management Tool Training
- ✓ Lead Management follow-up contact schedules review
- ✓ Internet e-mail Template development
- ✓ Internet Phone Script Development
- ✓ Onsite Staff Training on e-mail templates an phone scripts usage
- ✓ Showroom sales staff meetings reviewing today's internet client to maximize sales opportunities
- ✓ Internet Process Launch
- ✓ Mystery Shop Basic package for three months after launch

Mayo Automotive, Inc

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Please contact us for customized training and consulting pricing to fit your specific needs.



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Internet Pro Package: We have geared this package for small to medium sized internet departments looking to improve current processes, re-launch their e-business processes from the ground up and train new staff members. It includes 10 days on-site plus eight hours of remote contact schedule, e-mail template & script development plus remote phone script training with your internet staff and mystery shopping. Timeframe: Approximately 6 months start to finish, 4Day Launch plus three 2-day follow-up visits. (Requires 2 Day assessment completed in advance).

- ✓ Internet Process Development and Launch Meetings with key managers and staff members
- ✓ Final Process Documentation
- ✓ Lead Management Tool Training
- ✓ Lead Management follow-up contact schedules review
- ✓ Internet e-mail Template development
- ✓ Internet Phone Script Development
- ✓ Onsite Staff Training on e-mail templates and phone scripts usage
- ✓ Showroom sales staff meetings reviewing today's internet client to maximize sales opportunities
- ✓ 180 Day Long Term follow-up strategy
- ✓ Internet Process Launch
- ✓ Post launch e-mail and phone support
- ✓ Remote lead management tool process inspections
- ✓ Four monthly conference calls reviewing metrics and progress
- ✓ Mystery Shop Basic package for three months after launch

Internet Mystery Shopping Packages: We have geared these packages to keep you in touch with how your staff is handling your internet leads via e-mail and phone contact. Utilizing this service will help you maintain consistent execution of your processes while allowing you the opportunity to catch any deviation from them or any potential regulation compliance issues.

Mystery Shop Basic: Includes two mystery shops per month, two weeks apart with results reports, copies of e-mail correspondence and recorded voicemail messages to a live phone number provided with each lead for your staff's phone follow-up call.
(3-Month Minimum)

- ✓ Auto Reply evaluation
- ✓ Lead response time evaluation
- ✓ Quality response evaluation
- ✓ Comparison to expected response provided by dealer
- ✓ Follow-up points comparison to documented process
- ✓ E-mail correspondence collection
- ✓ E-mail and phone contact evaluation
- ✓ Live customer contact phone number provided with voicemail recording for review.
- ✓ Monthly Mystery Shop Details Report and conference call review

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Mystery Shop Pro: Includes two mystery shops per month, two weeks apart with results reports, copies of e-mail correspondence and recorded voicemail messages and conversation recording to a live phone number for future training review.

(6-Month Minimum)

- ✓ Auto Reply evaluation
- ✓ Lead response time evaluation
- ✓ Quality response evaluation
- ✓ Comparison to expected response provided by dealer
- ✓ Follow- up points comparison to documented process
- ✓ E-mail correspondence collection
- ✓ E-mail and phone contact evaluation
- ✓ Live call back script usage evaluation
- ✓ Monthly Mystery Shop Details Report and conference call review

Maintenance Training Packages:

Basic Maintenance Package: This package will help you successfully maintain continuous improvement within the skill sets and processes originally developed. It includes 8 days of onsite visits per year (2-days/Quarter), plus four hours of remote contact schedule, e-mail template & script review plus quarterly conference calls in-between visits to review performance and metrics.

Pro Maintenance Package: This package will help you successfully maintain continuous improvement within the skill sets and processes originally developed. It includes 12 days of onsite visits per year (Six 2-day visits) plus six hours of remote contact schedule, e-mail template & script review plus bi-monthly conference calls in-between visits to review performance and metrics.

Per Diem Consulting and Training Rates: You may also engage us on a per diem basis for the skill set of your choosing.

Call us for a quote of our daily rate for on-site work including all expenses or on a plus travel expense basis.

*Note: Two-day minimum for all onsite visits.

Hourly Remote Consulting and Training Rates: You may also engage us on an hourly basis to maintain or modify your web-site, CRM tool schedules, e-mail templates, scripts, menus or any other scope of work which can be performed remotely. Call us for a quote for your particular needs.

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