

Closing the Deal...ership!



Thanks to Chris Mar of Kartunz in Pleasanton, CA for sharing this Gallardo wrapped in 3M's 1080 Matte Black Vinyl

Adding dealership accounts to your client list will increase profits and add stability to your business. While landing a wholesale account can be challenging enough, keeping your wholesale account can also prove tricky...

We have many new and exciting ideas and tools that can help you break into, or grow your existing wholesale business as well as help you secure your relationship with the dealerships that you are already servicing. This issue's articles provide a taste of the valuable selling points and tools AeroTect and 3M has to offer.

We hope you find the articles in this quarter's newsletter helpful! Don't forget to look at the valuable information on the back, including our Summer Special. Enjoy!

Think Small for Big Profits!

A common hurdle in getting your dealership work up, is the end user cost for somebody that has probably never even heard of a clear bra. Your standard wholesale charge is often doubled by the time it's offered in the finance office, often putting a standard clear bra package up around \$1,000 to the car buyer. The price tag can be especially difficult when dealing with lower cost vehicles such as a Honda Civic priced below \$19K to begin with.

With that in mind, we are seeing installers have success with smaller packages that the dealerships can offer for below \$500 while still making 100% profit. Try a wear and tear package for instance, consisting of: Door Edge, Door Cups, Trunk Ledge, and a Small Hood and Fenders package. With minimal film cost, a package like this can earn more volume from your dealership, and it allows more exposure of the products that consumers would normally miss out on.

Want to take it a step further? Offer your dealership a discount on upgraded coverage if they allow you to pre-load a set number of vehicles per month with this type of package. A Pre-load helps drive more work to you by helping the customer become aware of the product before ever going in to the F&I office. Even door edge by itself can provide a talking point to spark the interest of the car buyer.

	Hood Protection Excellent Impact Protection against rock chips and road debris. Boost trade-in value.
	Trunk Ledge Guard Protects against scratches & scuff marks from grocery bags, luggage, golf clubs etc.
	Door Cups Protects the paint from finger nail & ring scratches.
	Door edge gard Protects both your car door from chips and the car next to you from scratches.

3M Scotchgard Road Hazard Warranty – A Real Game Changer!

Do you currently have an existing relationship with a dealership that you would like to earn more business from? Have you been looking for that extra something to help you earn a new wholesale account?

As a 3M Scotchgard Certified installer, we can offer you a tool that no other PPF manufacturer has available – A Road Hazard Warranty option strictly for new and certified pre-owned vehicles that can only be offered through dealerships.

Call us today to find out more about this incredible selling tool!

VentureShield Installers can add 3M Scotchgard and the 3M brand to their portfolios! With our Accelerated Certification Program, you can begin offering this valuable tool to your dealerships, without the need to take a 3 day class.

AeroTect offers assistance with displays and dealership presentations.

Contact us today for more info

www.aerotectfilms.com

(866) 388-2376

3M / (Your Company Name) Product Overview

Customer Name: _____
 Car Make/Model: _____
 Appl. Date/Time: _____

Standard Packages
*Certain prices may be subject to additional labor or material cost

Coverage	Price
Partial Coverage: 3000x VentureShield, Full Front, Side Mirrors, Front Bumper	\$600
Full Coverage: 3000x VentureShield, Full Front, Side Mirrors, Front Bumper, Rear Bumper	\$1200

Optional Packages
*Special pricing for Standard Package customers

Coverage	Regular	Special
Wear&Tear Package: Door Edge, Door Sill, Rear Bumper Strip	\$300	\$200
Additional Options: Auxiliary leading edges, Roof Strip, Quarter Panels, Hood Panel	\$50	\$50

Headlamp Protection Packages

Coverage	Regular	Special
Good: 8 Mil Headlamp Protection	\$60	\$40
Best: 14 Mil Headlamp Protection	\$80	\$60

Customization with 3M Scotchprint
Optional customization available with 3M Scotchprint films

Carbon Fiber Film	Matte Collection
Great for roofs, hoods, interior consoles, trim pieces, or full wraps	

Car Care Products

3M Performance Finish- Polymer wax great for paint, and a perfect conditioner for clearcoat maintenance	\$60.00
3M Quick Wax- Great for in-between washes. Provides fantastic shine in a hurry	\$30.00
3M Car Wash Soap- Gentle on paint, soap on dirt	\$30.00
3M Glass Cleaner- high foaming action great for vertical surfaces. Safe for auto glass.	\$30.00

Total \$ _____ Associate Initials _____
 I have read, and agree to, (Shop's name) terms of service.
 Customer's Signature _____ Date _____ Notes _____

Take a Walk Around - Menu Selling for Business Success!

Have you ever ordered the daily special at your favorite restaurant? Without hearing about it from your server, you would never have had a chance to try it, simply because you wouldn't have known that it was available.

You can use this same concept to help increase sales and shorten the sales cycle to your customer by using a traditional walk around model. This tool has already proven to help installers up sell their customers by as much as \$300, and more with those that upgrade to full coverage. Offering your additional products and services on a menu that you and your sales team follows every time will help add up to big profits at the end of the year.

You can use this same concept to tailor a tool for your dealerships to make the sale easier for the F&I's and Service Advisors.

AeroTect has a word document available that you can edit as it fits your needs. The reverse side can also be used for your terms of service, care instructions, and more. Call us today to request a copy and to discuss how to implement this best practice in to your business.

A Cooperative Coalition...

So, you finally landed that big account that you've been working on, and things have been picking up with your retail business and other wholesale accounts, and all of a sudden you are finding it hard to squeeze in all the work that's being requested. Maybe this new dealership account that you just added, is keeping you just busy enough that you have to turn away that full front end retail installation that would have earned you \$1000 for a few hours of work. Not to mention, who's going to handle your wholesale account when you take a vacation?

Here's an idea: Try teaming up with your fellow 3M Scotchgard and VentureShield installers! You can also try building relationships with other service providers such as your local PDR or windshield repair technicians to give you a larger line up of services you can offer your dealership. You can even send an employee for training in these fields. We have seen others have much success by offering a wider portfolio, and it seems to be a growing trend that dealerships are looking to source many of these services. By offering more, and having the staff / fellow-installer to help you fulfill demand, it will be much easier to keep your accounts satisfied, making it harder for both: Company A, offering the dealership a broader portfolio or Company B, offering an off-brand film and cheap labor to come in and displace you.

As AeroTect continues to train installers every month, many individuals that are new to the business are still in need of practice. If you're interested in having some added help around your shop, we would be happy to put you in touch with the new installers in your area. This may give you the opportunity to employ a new installer that has already gone through a formal training program meaning less demand on you to train an employee. Call us today if you're interested!

Summer Specials!

10% Off!

- Car Care Products.
- Headlamp restoration Kits & Replacements parts.
- All Scotchprint cut orders (*5% off Scotchprint full rolls)

+ Now Through August 31st purchasing any of the Summer Special items qualifies you for an entry into a drawing for one of many gift cards and prizes... Winners will be announced in our next news letter.

Mention that you read this newsletter for one free entry into the drawing

Scotchprint Line, Still Expanding

Welcome 1080 White Carbon Fiber to the Scotchprint line!



Be ready, we are expecting 3M to introduce several new 1080 products in the coming months...

AeroTect Protective Films - (866) 388-2376 - www.aerotectfilms.com

