

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Automotive Marketing... The 3 Mistakes Everyone Makes Marketing To Car Dealers

By Gus Skarlis

When trying to sell a car dealer your products or services most sales are lost because of these 3 reasons.

The main reason that your sales are not where they should be is because most dealers never receive your message. Unless you are a huge company with an advertising budget in the millions most dealership owners and general managers will never see your message. Car Dealers are constantly bombarded with everything from window decals to water filtration systems and averages state that your prospect will have to see your message at least 7 times before they will have a favorable opinion about your products and services. How many times are your dealers seeing your message?

Another important point that happens in most campaigns is the message is too long. You must have copy that gets right to the point. If your message is 7 pages long and requires the prospect to spend 15 minutes reading it chances are they wont. Take a look at the length and see what points you really need to make. Most marketing and sales agents make the mistake of trying to sell the prospect with their copy and adding in every little feature and benefit about their product. Instead offer a teaser approach and get them to contact you for additional information. This will allow you to focus on hot prospects while testing your marketing message.

The final reason that most campaign fail is not using enough marketing mediums to contact your prospect. We all know that an appointment with the decision maker offers the best opportunity to sell your product or service, but in the automotive marketing world we all know that is next to impossible. With the phone being the next best followed by direct mail and internet marketing. You must make an effort to use every form to reach your dealers. How many are you currently using?

If you incorporate these ideas into your current sales and marketing campaigns your sales and profits will explode and If you need the most exclusive automotive direct mail and marketing list with complete contact information on 21,545 Auto Dealers for only \$297 visit:

<http://www.AutoDealerList.com>

Gus Skarlis is regarded as one of the top automotive marketing and sales trainers in the country. With over 12 years experience his methods and techniques have made dealers and companies millions of extra dollars in sales and profits. His exclusive database includes complete contact information on 21,545 Automotive Dealers. To contact Gus directly call: 702-491-7251 or you can visit his site at:

<http://www.AutoDealerList.com>

Is It Time To Reconsider Your Automotive Insurance Policy?

By Elizabeth Newberry

Americans are a busy group of people, and once we take care of something, such as purchasing automotive insurance, we tend to forget about it and move on to the next task. However, purchasing an automotive insurance policy only to neglect it could end up costing you more money in the long run, or even leaving you unprotected. There are times in our lives when we need to stop and evaluate our current automotive insurance policies.

Reconsider your automotive insurance policy when you get married. When two people get married, they can get an automotive insurance policy together, thus spending less money and possibly even getting additional discounts.

Reconsider your automotive insurance policy if you purchase a new car. If you've borrowed money from a lender to purchase your new car, chances are your lender will require you to purchase full coverage insurance. Even if your lender doesn't, your state most likely will. If your automotive insurance policy only covers liability because you own one of your cars, or the car you traded in, you need to increase the coverage of your automotive insurance policy.

Reconsider your automotive insurance policy if you relocate. If you currently live in a quaint little country town that sees very little wrongdoing aside from the occasional cow-tipping, you probably don't have a very high amount of automotive insurance. However, if you're moving to a larger city with a higher crime rate, your car will be more at risk and you should make sure you add the extra coverage.

Reconsider your automotive insurance policy if you're getting on in years. Most insurance companies offer discounts to policyholders who are a certain age - usually 55 years old. If this is you, give your agent a call and find out about discounts you may qualify for.

Remember, certain tasks are worth completing and forgetting. Taking out the trash is one of them; purchasing automotive insurance is not.

<http://www.ezquoteguide.com/home/>

<http://www.ezquoteguide.com/car/>

<http://www.ezquoteguide.com/health/>



This Free E-Book has been brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!