





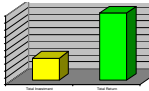




The Difference

	 Apple	 Orange	 Chili Pepper
Description - Area of Comparison	Traditional Automotive - Direct Mail Beacon / Bankruptcy / Tax	Staffed Events	  <i>Proven Solutions for Marketing and Training</i>
Risk & Guarantee	Everyone makes money except the Dealer. Dealer is at risk No Guarantee	Everyone makes money except the Dealer. Dealer is at risk Limited Guarantee -that will include what you would have sold anyway	Everyone - Including the Dealer Makes Money. B & B's Money is at Risk. Dealer has ZERO Risk + a Written Guarantee
Measured Results	You Pay upfront. They sell you "Whatever Makes them Money or wins themselves an Award." No Sales Summary Report.	You Pay upfront. They count every sale during the event - even those you would have sold anyway. No Sales Summary Report.	  We count ONLY the Sales from OUR MAILER. You Receive an Executive Sales Summary Report
Return on Investment (ROI)	You Spend \$10,000 - \$50,000 to Make ????? the Results are Often not tracked Unknown ROI	You Spend \$47,000 to Make \$24,800 53% ROI	  Trading Quarters 400% ROI for Dollars
Market Conditions & Customer Reception	Saturated Market Every Company utilizes the same pieces. Mailer looks like an over used mail piece that ends up in the Trash!	Saturated Market Every Company utilizes the same pieces. Mailer looks like an over used mail piece that ends up in the Trash!	Unique & Innovative Approach Mailer looks like a specific & personal letter from the Manufacture. The letter utilizes Neuro- Linguistic Programing . . . Is Opened and Responded to.
Dealership & Customer Satisfaction	Ownership and Managers try to track results . . . End up feeling like it was a waste of . . . time & Money! Customers do not Respond.	Ownership and Managers chase deals that do NOT fund . . . Event destroys repeat & referral business - Sales Staff and Lenders are not happy! HEAT & possible fraud. You miss your CSI Number /SFE Money.	25-55 Extra Trackable Deals . . . On Top of Your Normal Business. More Triple Net Profits to Your Bottom Line. Sales staff and Leanders are HAPPY! Customers are HAPPY and refer family & friends.

The Financial Difference

Comparison				Comments:
	Apple	Orange	Chili Pepper	
	Traditional Automotive Direct Mail	Staffed Events		
Type of Marketing	20,000 Direct Mail	50,000 Saturation Piece	15,000 Targeted Direct Mail letter with Neuro-Linguistics	B & B - Sniper Mail generates business for 8 to 10 days
Investment Upfront	\$13,600 20,000 @ 68 cents	\$16,000 50,000 @ 32 cents	\$18,995 Flat Fee	B & B - Sniper Mail - is a Flat Fee that includes a Event Coordinator
Results of Marketing	\$15,000 6 Units @\$2,500 PVR	\$120,000 40 Units @\$2,500 PVR	\$96,000 30 Units @ \$3,200	B & B - Sniper Mail - is in addition to your normal business
Cost of the Sale:				
% to the Staffed Event Company	0	\$31,200 24% to 28% of Gross	ZERO 0% - Flat Fee	ZERO % Paid
Net Income before Compensation	\$1,400	\$72,800	\$77,005	
Return on Investment (ROI) before Compensation	10%	154%	405%	
<u>Compensation:</u>				
Your Management including F&I	\$2,250	\$18,000 15% of Gross +/- Charge Backs	\$7,350	5% of Front End Gross and 15% of Back-end to F&I
Sales Consultants Commissions	\$3,750	\$30,000 25% of Gross	\$28,000	Staffed Event Companies utilize their own sales force that is in direct competition with yours. B & B - Sniper Mail utilizes your existing sales force.
Net Income - Bottom Line	(\$4,600)	\$24,800	\$41,655	
Return on Investment (ROI)	-34%	53%	219%	