

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%	