

## Why It Works

Everyone asks for referrals. However, few dealerships adequately reward for referrals. Most leave it up to the individual salesperson to develop, follow-up and close. GiftTree Solutions' Referral Program is entirely different. Our program generates additional referral business, leaving management in control of the process and your sales team responsible for converting referrals into sales.

The high-value referral award given to your customer provides them with a compelling reason to make referrals – and to encourage these referrals to visit your dealership. Multiple touch points keep your referral program “top of mind”; during the all-important first month following the delivery of their new vehicle. This is the optimum time for generating referrals.

Our technology provides electronic alerts each time a new referral is recorded. Comprehensive reports enable you to track and verify results – with no change in your sales process and virtually no extra staff resources needed. Our web-based program is easy to use and requires no additional hardware investment.

### KEY ELEMENTS

- Measurable Results
- Multiple Touch Points
- Minimal Dealership Administration
- Attractive ROI

## GiftTree Solutions Referral Program:

Generates greater referral sales and increases revenue throughout your dealership's profit centers.

Improves CSI, strengthens service retention, and provides a number of tangible benefits.

Instills a strong sense of appreciation and loyalty with your customers.

Uses technology to make the referral process measurable and as a result – manageable.

Since 1997 GiftTree has been building a reputation as the premier gift services provider. We improve your bottom line by combining our core technology with an innovative referral awards program.

Our management tools, with easy customer data integration, makes our program a valuable long-term component of your business development and customer retention strategy.

# Want More Customers?



# Get More Referrals.

## GiftTree Solutions' Referral Program

Use our web-based solution and receive more leads from the best source – your satisfied customers!

### WHY REFERRALS?

- Profitable Sales
- Less Marketing Cost
- Better Closing Ratio
- Improved CSI



## How It Works

After the sale, we send your customer a valuable "Thank You" gift. Included is a personalized letter from their salesperson thanking them for their purchase and detailing how they may earn a high-value referral award.

Following the initial gift, we send a series of automotive-related gifts shipped approximately a week apart – with personalized letters from your management team: Parts and Service Managers, General Manager and/or Dealer Principal.

People enjoy opening gifts. Our program will delight them.

These multiple touch points reinforce the value your dealership places on their business and keeps the referral program "top of mind".

When a referral purchases a vehicle, your customer accesses your custom website to choose their award. Choices include a range of high-value awards – including gift certificates from your parts and service departments, VISA® gift cards, electronics and local, national and international travel awards. You set the value and categories of awards most appropriate for your market.

