



Bird Dog Club Referral Sales "DREAM TEAM"

WHAT OUR SALESPeOPLE HAVE TO SAY IS IMPORTANT TO US.

We are a company founded by salespeople for salespeople. It is always our goal to recognize the outstanding efforts of those men and women who put in the hours to make their dealerships successful. A great referral program is supposed to make work life easier, and give the salesperson a return on his time investment, thereby giving the dealer a return on his dollars invested.

Harrison Dawson Cueter Chrysler



A self proclaimed, "Referral Junkie" Harrison ONLY sells to repeat customers and referrals. He gets the word out about Cueter's Bird Dog Club rewards and it keeps his appointment book full! Harrison states, "Our economy needs something like this."

www.cueter.com

Diane Webster Burt Automotive



Diane knows that, "the program hits on a solid market, satisfied customers!" Once her customers see they can make good money referring friends and family it becomes a good way for her to get extra sales. She thinks that is easy to learn and that "Bird Dog is a good choice for money spent, you can track, maintain, and it is efficient with its marketing."

www.burt.com

Mark Way Phil Long Saturn of Pueblo



Mark earns 1/3 of his business from the Bird Dog Club with almost 300 members in his database! Mark says his customers "are very excited to receive their rewards and are more apt to bring in more referrals." His customers also appreciate that they can check their own stats online.

<http://mysaturnofpueblo.com>

Kelsey Miriquary Chevy West



Kelsey is another sales person who solely relies on his Club. His customers get Thank You cards along with their speedy reward! Kelsey tells us that the program is easy to explain and straight forward, he utilizes brochures and welcome letters, and thinks that "new" sales people can definitely benefit from the Bird Dog Club because it is easier than asking for referrals!

www.chevywest.ca

Sarah Walsh Lester Glenn



Sarah knows that with the Bird Dog Club, "people trust that they will be paid, (and) get more substantial rewards." She gets 50% of her sales from her Bird Dog customer database. Sarah says this is a good tool that helps them sell more per month, "can't ask for more than that!"

www.lesterglenn.com

Steve Rost Phil Long Ford Denver



Steve gets 30% of his sales from Bird Dog Club referrals. He invites his customers to join whether or not they buy a car, then he is able to contact them at a later date and remind them of the money they can earn by sending referrals. Steve's best Bird Dog was a 15 year old girl, she sent in 5 referrals and loved the opportunity to earn extra spending money! Steve states that the program, "is simple to learn and easy to use as a follow-up tool" because of the batch email function.

<http://www.phillong.com/ou/denver-ford/?make=ford>

Joshua Creadour Phil Long Audi



Joshua states that he recognized that the Bird Dog Club helped him sell because, "The customers really like the incremental reward scale and love making money. I like the networking abilities." He also likes that he gets more "face time" with his customers and states that they love to go out to lunch and shop after picking up their checks!

<http://myphillongaudi.com>

John Kennedy Myers Cadillac



John says his customers "are ecstatic about the check and it has reaffirmed their loyalty to the dealership. (and they are) more likely to use the service department."

John also gets more referrals than before, there is more closing potential for referrals and his Bird Dog Club is easy to use and is the "old" referral system enhanced.

www.myers.ca

James Seagraves Heyward Allen Toyota



James says, "Definitely the best use of advertising dollars..."

His customers are very enthusiastic about receiving their checks and one of James' Bird Dogs has sent in 6 referrals! The Bird Dog Club is easier than the "old methods" of getting referrals. "I like that I can tell all my customers to join in and receive rewards for bringing me business."

www.heywardallentoyota.com