

Go to a dollar store in your area, and buy 100 pairs of baby socks.

Get a local business listing (online or at the library), choose the size of business (number of employees) and distance from your dealership (1 or 2 mile radius) that you want to focus on. Also include any orphan customers that fit the bill too. Send out a snail mail letter of introduction to the owner/GM, and an intro video to those who have provided an e-mail address. Then follow up with a phone call two or three days later to set an appointment to visit them.

Offer to them a **no cost employee benefit** they can offer to their employees. Call it something like The Gateway Club (for Gates Chevy), or B&E First (Business & Employees First), you make up something catchy. You will offer to anyone employed at their business (and their family members) pre-negotiated fleet pricing on anything you offer, preferred service status for their work fleet or personal vehicles (which may include next stall availability, business partner pricing, free pick up/delivery, after hours servicing, free service loan trucks, hand wash and vacuum, courtesy gas fill up, etc.), and parts, body shop, & detailing services discounts. Let the biz owner/GM know that you would be willing to present these benefits, and how to take advantage of them (contact YOU for an appointment) in a staff meeting or in a flyer accompanying their next paycheck.

Of course you'll need to get your own owner or GM involved for the discount rates but everything else is either low or no cost to the dealership.

Oh and the baby socks? Include one sock in each snail mail letter of introduction. When the addressee (or their assistant) gets the letter and feels something squishy in it, they'll open it. The first line of the letter should read something like: "This is just my humble attempt to get my foot in the door". When making your follow up phone call to set the appointment, tell the gatekeeper; "He/She probably won't recognize my name yet but tell him/her that I am the "baby sock guy".

You'll get your two minutes with them.