

Local Business Cross Promotion

Hello!

My name is _____, and I have done business with you several times already. I love your _____ and _____.

I work with the good people at _____. Each month we spend about \$XX,000 in advertising and that nets approximately X,XXX dealership visitors every 30 days. I'd like to help you to piggy back on our advertising dollars by sending as many of our showroom visitors to your _____ (shop/store/restaurant) as I can.

This will not require any direct monetary investment on your part. All I'm asking from you is to provide me with discount coupons that I can give to my customers, so in turn, they will come do business with you. I will also stamp each coupon with an identifier so you can track the effectiveness of this strategic partnership. After 90 days, if you don't see a measurable increase in paying customers sent to you by me, you can simply stop supplying me the coupons.

Additionally, I would like to provide you a benefit that you can offer to your employees that also costs you nothing. I'd like to offer a special MVP program for your business and your employees as part of our exchange. MVP treatment, special no haggle fleet pricing, parts discounts, preferred service appointments, and more.

You truly have nothing to lose, and potentially much to gain.

I'd love the opportunity to discuss this further with you. I can be reached on my personal cell at (XXX) XXX-XXX. And I know how busy you are, just like me, so if I don't hear back from you in _____ (a reasonable time frame), I'll simply reach back out to you a bit later.

Thanks for your kind attention, and look forward to connecting with you.

Sincerely,