



Specialist services for Franchise Dealers

**Adfield**group

# Our service

**The franchise car dealerships we work with are benefiting significantly from our unique service – and you could too.**

How we deliver our service is totally different to any other lead generation company you have worked with before.

Our service provides you with a fully-trained, motivated and target-driven telemarketing specialist working in your dealership with your sales and service teams. By working on-site with you, we can positively impact your customer retention, contract renewals and revenue.

- **Your own on-site telemarketing specialist.** Your telemarketing specialist works with you, on your premises, but is fully managed and supported by us.
- **Immediate results with full visibility.** Your on-site specialist is fully equipped with the tools needed to deliver results straightaway. What's more, our highly developed reporting gives you full visibility of the impact we're making.
- **A credible, proven track record.** We have an exemplary track record for making a direct, positive impact on customer retention, sales and service revenue. This is just one of the reasons why we're a growing business.
- **Results that speak for themselves.** We deliver results. There's no doubt about it. Every car dealership that has trialled our specialist services has retained us.
- **Maintain your CRM database.** Each time we make a call we build up and maintain the information held on your CRM system and sales and service databases.
- **A totally flexible service.** If you only need one day per week, that's fine. If you need more, that's fine too. We work to your requirements.

**Our customer retention has increased significantly since appointing Adfield Group – their telemarketers work directly in our showrooms generating leads and appointments for our sales teams. We've engaged them on a permanent basis across all our sites and expanded their contract to work with our service division to increase retail hours.**

Gareth Thomas,  
Dealer Principal, Rybrook BMW



**Customer retention is a key priority for the Drayton Group and with the market becoming ever more competitive we were looking for new ideas to help achieve our goals. We had used telemarketing agencies before with limited success. Then we ran a trial with the Adfield Group. The trial has been a huge success and since their appointment they have played a key part in increasing our retail service hours and MOTs. We have now grown the number of sites and franchises at which we work with Adfield.**

Keith Caddick,  
Operations Director, The Drayton Group

**Drayton Group**

**After meeting with the Adfield Group we agreed to undertake a trial for 1 month – everything they promised they delivered. We're now contracted with them and expanding through more of our franchises.**

Richard Martin,  
Finance Director, Johnsons Cars

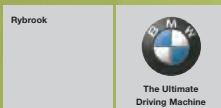
**johnsons**

**Trial our service to see how successful and cost effective we can be for you.**

For more information please call  
**Paul Phillips** on **01952 752 500**  
or email **paul@adfield.co.uk**

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## sales


We will provide you with a continuous stream of high quality in-showroom appointments and sales leads.

- **'End of Term' finance agreements.** In-showroom appointments and sales leads are generated through a professional, targeted follow-up on your 'End of Term' finance triggers.
- **Promotions and campaigns.** We contact your non-finance customers to promote current offers, encouraging them to replace their existing vehicles and generating in-showroom appointments and sales leads.
- **Lapsed enquiries.** We can clear your backlog of sales enquiries that sales people haven't had time to deal with. During this process, we will generate in-showroom appointments and sales leads.

## service

We will increase your volume of service bookings, MOTs and Vehicle Health Checks.

- **Service and MOT bookings.** We call all of your prospective service and MOT customers to book the work and organise courtesy cars, collections and deliveries.
- **Vehicle Health Checks.** We professionally follow-up your VHC reports to secure and book-in additional work your technicians have identified.
- **Lapsed customers.** By following up expired due dates we encourage customers to come back to you. By doing so, we can book-in all outstanding work and clarify the reasons why the work may have been done elsewhere.



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SERVICES