

**"WE ENDED UP  
CLOSING ABOUT  
92 CAR SALES,  
BRINGING US ABOUT  
A TOTAL OF  
\$212,000 IN 30 DAYS,  
AND IT COST US  
NOTHING."**



**BIZFEATS CONSULTING LLC**



CLOSED

**92 Sales**

GENERATED

**\$212,000**

CAMPAIGN RUN

**30 Days**

#### FACTS ABOUT THE BIZFEATS GUARANTEED MARKETING SERVICE

- The most immediate method for a dealership to write as many as 10 or 20 extra deals in 7 days or less
- Most dealerships sell 5+ cars on a 3-day campaign
- Many dealerships sell MORE cars than they agree to be guaranteed to sell
- One luxury brand recently sold 20 cars in 5 days after agreeing to a 10-car guarantee
- BizFeats will coach your staff on how to handle calls and maximize your appointments

BizFeats implements **GUARANTEED Marketing Services** for car dealers nationwide. Since 2016, they've worked with over 1,000 dealers across North America. They approached a Las Vegas Car Dealer to implement a 30-day multichannel tech-driven direct marketing campaign. Previously, BizFeats assisted dealers in selling an additional 5 to 20 cars on shorter campaigns of 7 days or less.

## THE CHALLENGE

**The Las Vegas Car Dealer was already successful selling 100+ cars per month.**

Management was hesitant to test BizFeats Consulting's approach. They had heard the promises before of "the next best thing" for more appointments and it hadn't worked well in the past. Because the price was right, the BDC Director wanted to give the new approach a shot. He had firsthand experience of the challenges his team faced reaching leads. The cost was so minuscule and the guarantee was so strong that he was excited to "risk" the investment.

"We had a lot of push back in the beginning because nobody knew what to expect... But at 4 o'clock in the afternoon we basically ran out of people to answer phones. I was blown away by the first set of phone calls we got."



**OJ**

Las Vegas Car Dealer BDC Director



## The Solution

**BizFeats Consulting deploys a multichannel Email, SMS, and Voicemail direct marketing campaign.**

Over the next 30 days, they reached out to 4,200 high-quality targeted leads. Combining direct response messaging with high response technology, they generated 201 incoming calls the first day and 1,238 incoming calls over 30 days.

## The Results

**1,238 incoming calls lead to 92 additional sales.**

The result was \$212,000 in gross after all was said and done. The cost per sale was the lowest the Las Vegas Car Dealer ever paid anybody for cost per sale.