



2nd

TUESDAY

LBS WEBINAR SERIES

**COVID-19 certainly hurt the retail auto business.
For 2021 there are great opportunities on the horizon for broadcasters.**



THIS WEBINAR WILL BEGIN AT 12:01 ET



On-Demand Broadcast Training
And Revenue Development *That Works!*



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WEYLAND WEDNESDAYS

FEBRUARY 24TH - NOON ET

“On the Spot” secrets from broadcast’s best mentor, Paul Weyland!

Get ready for a ride! Paul Weyland uses his quirky wit combined with his considerable marketing experience to create a learning event his audiences do not forget. He can teach you how to increase sales.



How to Get More Appointments!

What's your break through appointment setting plan for these demanding days?

B.E.S.T.

Broadcast **E**ssentials for **S**elling **T**oday

- ✓ DAILY REMINDERS
- ✓ YOUR TIME TABLE
- ✓ DIRECT ACCESS TO LBS PROS
- ✓ NO ADDITIONAL COST, NO LIMIT OF PARTICIPANTS
- ✓ THE ENTIRE LBS SITE IS AVAILABLE TO YOUR NEW HIRES



LBS is Your COVID Selling Headquarters

70+ brand new videos since March 16. That's roughly **FIFTEEN HOURS** of new content **BY** broadcasters and **FOR** broadcaster pros specifically designed to help your sales efforts through this pandemic.

- ✓ What's Your COVID STRATEGY?
- ✓ How to Work from the Home
- ✓ All-Star Panels and More.
- ✓ 100s of articles discussing how key advertisers are dealing with COVID and moving forward!



On-Demand Broadcast Training
And Revenue Development That Works!

“Every metro, regional, and community station can use this FREE program to get their reps back in front of clients and support their LOCAL business community!”

- Gary Moore, President, Local Broadcast Sales

LAST CHANCE IF YOU MISSED THIS FANTASTIC OPPORTUNITY!



**YOU ARE POSITIONED WITH CUSTOMIZED RESEARCH:
TAKE THE LEAD TO REOPEN YOUR LOCAL ECONOMY!**

**YOU CAN NOW TAKE YOUR SELLING EFFORTS TO THE NEXT LEVEL
WITH FREE LBS RESEARCH AND PULSE SALES TOOLS FOR 60 DAYS!
EMPOWERS YOU WITH RESEARCH AND LOCAL FACT SHEET PROPOSALS**

IDEAS

Pandemic driven new opportunities for their business.

The Flyer

WE ASKED THE QUESTIONS YOU WOULD ASK

To give you some answers during these uncertain times.

Do you Plan to shop Remodeling Contractors over the next 3 months?

4,190

Said Yes
Out of the 93,100 households in the Tyler TX market area
4.5% plan to shop Remodeling Contractors over the next 3 months

Together, let's find some ideas to get you more customers.

We asked about specific buying plans over the next 90 days to give you some ideas

We asked about these categories	results	opportunity	select
Add or Replace Deck	3.5%	3,259 households	<input type="radio"/>
General Remodeling	4.7%	4,376 households	<input type="radio"/>
Remodel Bathroom	5.6%	5,214 households	<input type="radio"/>
Remodel Kitchen	2.7%	2,514 households	<input type="radio"/>
Remodel or Finish Basement Living Area	0.8%	745 households	<input type="radio"/>
Add a Room	0.4%	372 households	<input type="radio"/>

Would you like to know more?

I would be happy to share more of the Remodeling Contractor research results and ideas with Home Works. Let's get together to review opportunities and ideas for your business during this time of challenge.

Contact Gary Moore: garymoore@localbroadcastsales.com

BLAINE AND HONEY PARKER Q&A

GARY MOORE Q&A

GREG GIBBONS Q&A

JEFF KNAUSS Q&A

JOHN TKAC Q&A

KELLY ORCHARD Q&A

LORI LEWIS Q&A

MARK LANDON Q&A

MARK LEVY AND HOLLY LEVY Q&A

MARK LEVY Q&A

MIKE BLINDER Q&A

MIKE CHENEY Q&A

MIKE COSTA Q&A

PAUL WEYLAND Q&A

SALLY KOHN Q&A

STEVE WEAVER Q&A

TIM BURT Q&A

TOM MOHR Q&A

AUTO SALES AND THE CORONAVIRUS GETTING READY FOR THE COMEBACK

PART 7 OF 9



Auto Sales and the Coronavirus – Getting Ready for the Comeback! – Part 7 – Q&A

Ask LBS, Automotive Sales Ideas, John Tkac Q&A, LBS Webinars - 2020, Radio Webinars, Television Webinars

LBS Auto Expert, John Tkac takes LIVE broadcaster questions! In this session:

How do we drive business to a dealership and show that it came from our station?

Are most newly-shipped vehicles going to a certain part of the country or spread out to all dealers?

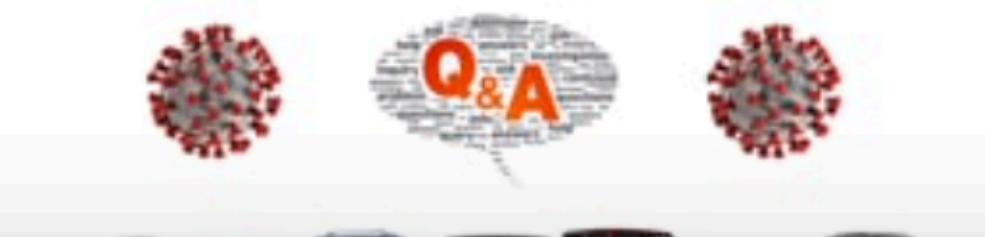
How do you handle it when a dealer is on board to advertise, but their agency is telling them no due to our ratings?

We have massive news website, about 200,000 unique visitors per month. What/how do we sell a combo of radio ads and our news website?

[READ MORE](#)

AUTO SALES AND THE CORONAVIRUS GETTING READY FOR THE COMEBACK

PART 6 OF 9

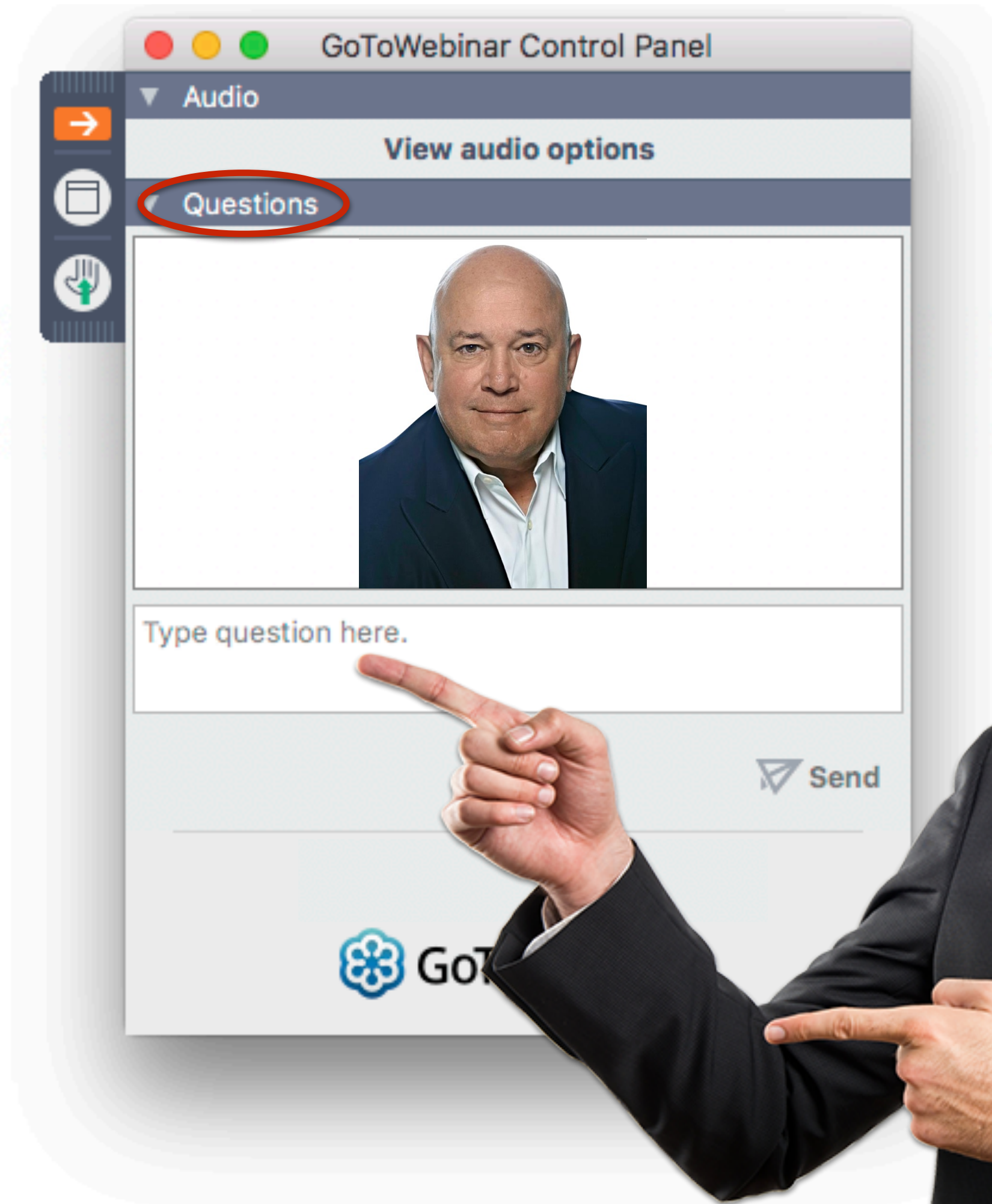


Auto Sales and the Coronavirus – Getting Ready for the Comeback! – Part 6 – Q&A

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HAVE ANY QUESTIONS?





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Total Light Vehicle Sales

2008	13,113,000
2009	10,347,000
-	
-	
-	
2017	17,212,000
2018	17,323,000
2019	17,023,000
2020	14,665,000 -13%

2020 was not a good year

BUT it was not a complete disaster

Here Is why....



Retail sales to individuals – 8%

Sales to fleet and commercial customers – 43%

The Number of Dealerships in the USA

Franchise Dealers

2019	18,275
2020	18,314

Independent Dealers

2019	28,640
2020	30,125



There are now approximately

268,000,000

vehicles in the United States

**THE AVERAGE AGE OF A VEHICLE
IS NOW OVER 12 YEARS!**





**There is plenty of
pent up demand!**




New Light Truck Sales

	2019	2020	
	896,626	787,372	-12.2%
 RAM	703,023	624,637	-11.2%
 CHEVROLET	576,569	593,057	+2.8%

Luxury Sales

2019

2020

	352,825	324,708	-7.8%
	324,825	280,297	-13.8%
	298,112	275,042	-7.8%



REBATES!

DEALER CASH!

INTEREST RATES DEALS!

USED
CARS

USED
CARS

USED
CARS

USED
CARS

USED
CARS

USED
CARS

USED
CARS

USED
CARS

USED
CARS

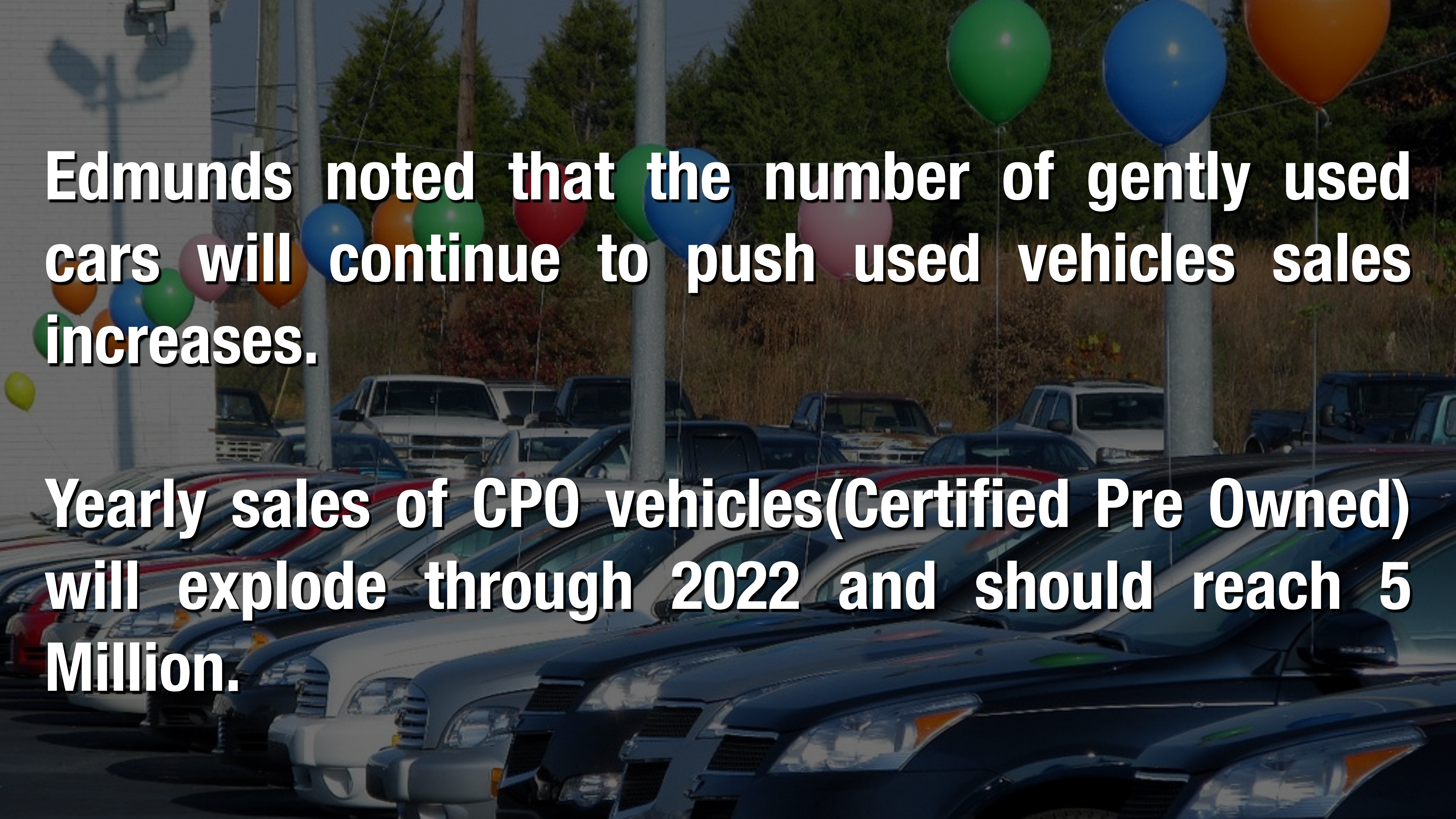
USED
CARS

USED
CARS

USED
CARS

CERTIFIED PRE-OWNED

As new car prices hit record highs, analysts say certified pre-owned vehicles sales will rise as shoppers seek affordable alternatives



Edmunds noted that the number of gently used cars will continue to push used vehicles sales increases.

Yearly sales of CPO vehicles (Certified Pre Owned) will explode through 2022 and should reach 5 Million.



Total Dealership Advertising Expenditures

\$9.25 Billion for 2020 Est.

\$9.5 Billion for 2021 Est.

Advertising Expenditures by Category 2019

Internet 56%

T.V. 14.5%

Radio 10.3%

Direct Mail 8.5%

Print 5.9%

Other 4.9%

“Other Budget” **Exposed**

- ▶ **Yellow Pages**
- ▶ **Outdoor**
- ▶ **Banners at the stadium, gym or other...**
- ▶ **Buses and Bus Benches**
- ▶ **Celebrity Endorsements**
- ▶ **Cash Register Tapes**
- ▶ **Movie Theater Advertising**
- ▶ **Church Bulletins**
- ▶ **POP Materials**
- ▶ **And Many More...**



C.P.V.R.

Cost Per Vehicle Retail

DLR A

\$50,000 Total Adv. Exp.

100 units Sold

\$500 Per Vehicle Retail

DLR B

\$50,000 Total Adv. Exp.

125 Units Sold

\$400 Per Vehicle Retail

C.P.V.R.

Cost Per Vehicle Retail

DLR A

June

\$50,000 Total Adv. Exp.

100 units

\$500 per vehicle retail

DLR A

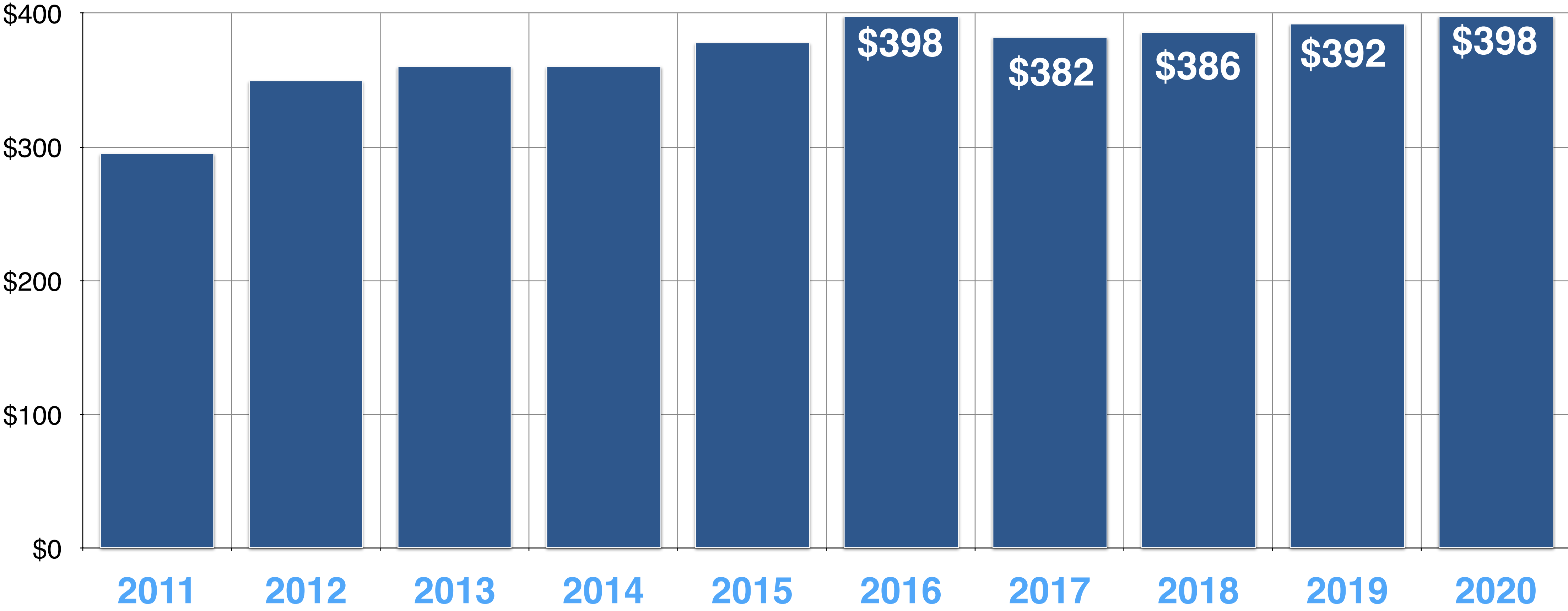
July

\$50,000 Total Adv. Exp.

125 units Sold

\$400 Per Vehicle Retail

Advertising & Marketing CPVR



The Elements of Compelling Automotive Creative

A brown Volvo XC60 SUV is shown from a rear three-quarter view, driving on a multi-lane highway. The background features a city skyline at sunset, with the sun low on the horizon, creating a warm, golden glow. The car's taillights and rear wheel are visible. The text 'XC60' is visible on the rear of the car.

1. Price

2. Selection

3. U.S.P (Unique Selling Proposition)

4. Prominent & Easy Internet Locator (U.R.L.)

The Advantage Of Traditional Brick-and-Mortar Dealers

5 Barriers to Online Selling. McKinsey & Company

I would not purchase a vehicle without a test drive 62%

I cannot trust the quality unless I see it in Person. 52%

It is hard to know exactly what you are purchasing online 46%

I want to be able to test drive multiple vehicles 45%

It is more difficult to return a vehicle if there is a problem 31%

Great Unique selling Propositions for Today

- ▶ We will come to you for a test drive and you can test drive it alone from your driveway. We'll bring a lawn chair and wait. You could also come to the dealership.
- ▶ You can test drive as many as you like and do it all by yourself.
- ▶ We will get you approved on line.
- ▶ We will appraise your trade online.
- ▶ If you are comfortable going to the grocery store then you will certainly be comfortable coming to our dealership. We are constantly sanitizing for your safety and ours too.
- ▶ Purchasing while social distancing is no problem.
- ▶ We want you to meet the mechanic that comes with your vehicle. We'll bring him to your house if you like.
- ▶ Meet the mechanic who certified your car. He'll tell you all about it.
- ▶ Pictures can lie, your eyes on the vehicle won't.

And

The unconditional money back guarantee

If you Buy a vehicle from us and:

- ▶ Your dog won't ride in it.
- ▶ You decide the glovebox is too small.
- ▶ The color of the vehicle clashes with the color of your boat.
- ▶ Your boyfriend doesn't like the color of the upholstery.

Or

- ▶ You suspect the vehicle is possessed by an evil spirit.
- ▶ Bring it back to us and we will refund every last penny you paid us **With absolutely no questions asked!**

Should a dealer emphasize price or monthly payment in his advertising?

Generally, when advertising New vehicles focus on monthly payment.

When talking about used vehicles try to focus on price.

✓ **EXPAND YOUR MARKETING FOOT PRINT**



✓ **EXPAND YOUR MARKETING FOOT PRINT**

✓ **AVOID “OTHER”**

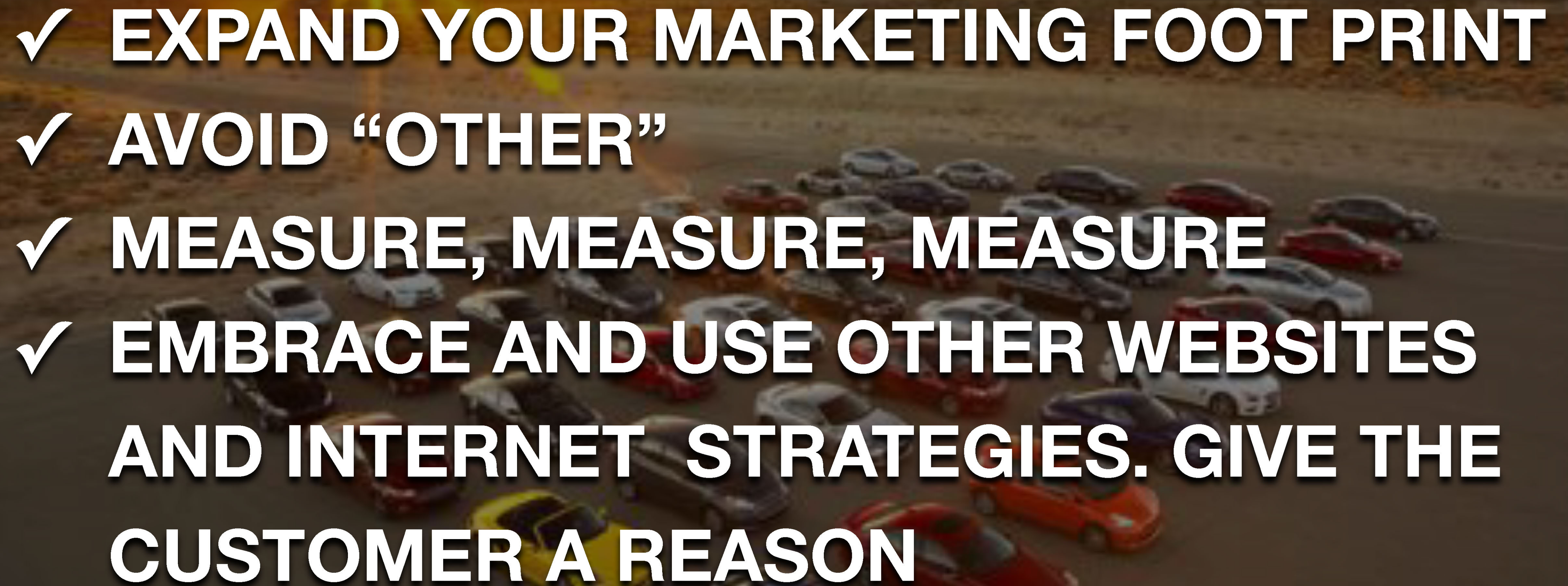


✓ **EXPAND YOUR MARKETING FOOT PRINT**

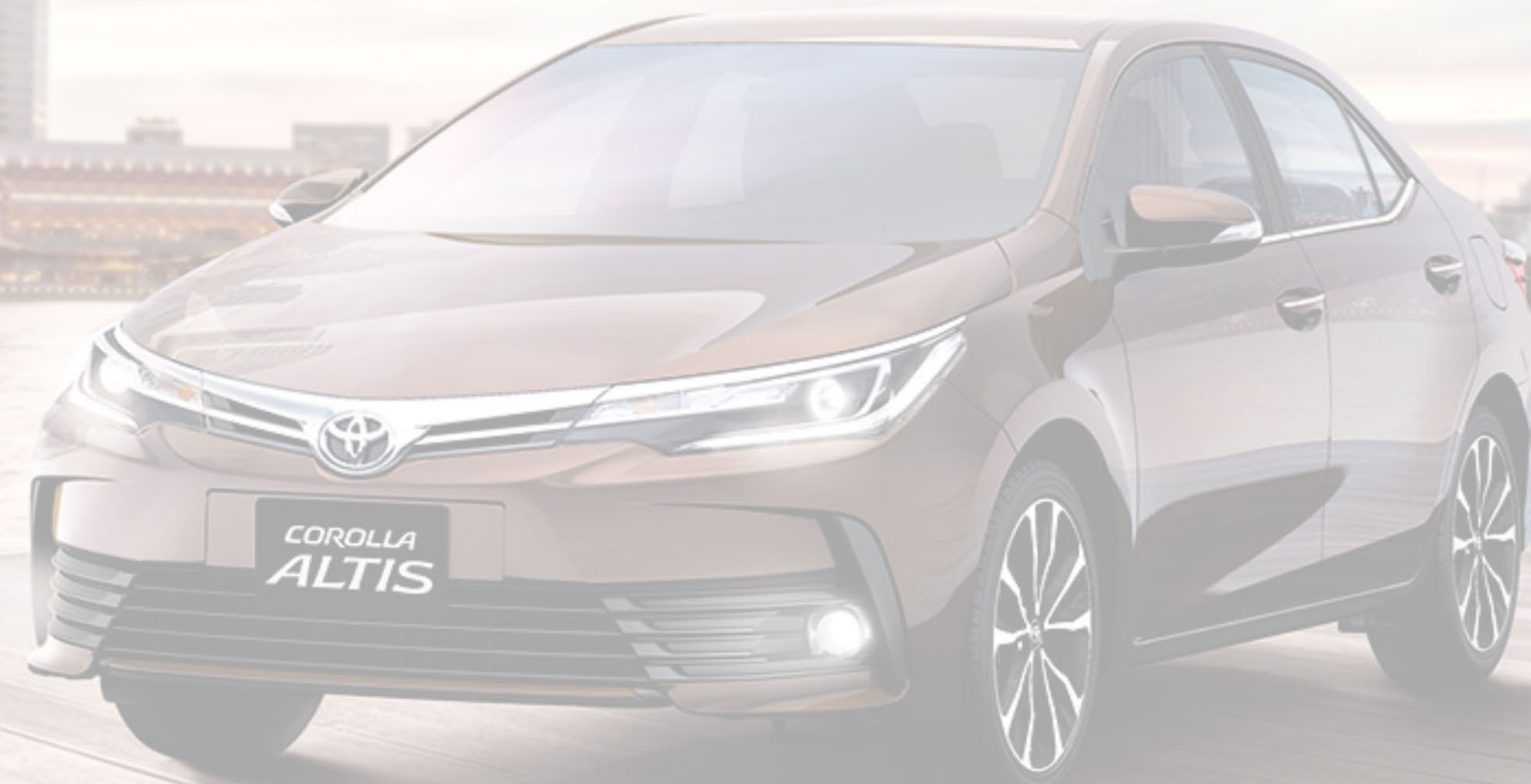
✓ **AVOID “OTHER”**

✓ **MEASURE, MEASURE, MEASURE**



- 
- A large parking lot filled with cars, viewed from an elevated perspective, with a sunset in the background. The text is overlaid on the image.
- ✓ **EXPAND YOUR MARKETING FOOT PRINT**
 - ✓ **AVOID “OTHER”**
 - ✓ **MEASURE, MEASURE, MEASURE**
 - ✓ **EMBRACE AND USE OTHER WEBSITES AND INTERNET STRATEGIES. GIVE THE CUSTOMER A REASON**

**YOU MUST GIVE THE CUSTOMER
A REASON TO VISIT THE DEALER'S
WEBSITE.**



WEATHER

LOCATION SEARCH

Dallas, TX

83°

Times of sun and clouds

Hurricane Tracker

Radars

Live Weather Channel

MyOwnRadar

Weather Tools

WeatherMinds



LOCAL FORECAST

OVERNIGHT: Increasing clouds...warm. Winds: SE 5-10. Low: 80.

August 4, 2015 07:21AM



CURRENTLY IN: DALLAS, TX



83°

Feels like 86°

Broken Clouds

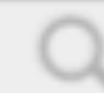
Wind 6mph SSW
Humidity 60%
Pressure 29.95"
Visibility 10mi

TODAY

102°
Sun and clouds mixed.
Wind: 11mph S
Chance of Precip: 0%
DETAILS

TONIGHT

80°
Clear skies.
Wind: 11mph S
Chance of Precip: 0%



Sure, Don Davis Auto Group has lots of cars.



Which lot did you have in mind?



LINCOLN



RAM



> Click here to find a location or to search vehicles.

WEATHER IN THE AREA



RIGHT NOW WEATHER

Dallas, TX

11 AM

5 PM

11 PM

5 AM






WEATHER IN THE AREA



Regional Collin County Dallas County Denton County Tarrant County

RIGHT NOW WEATHER

Dallas, TX 


11 AM	5 PM	11 PM	5 AM
			
92°	98°	87°	79°

[More Weather](#)

QUICK LINKS

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- Radars
- Share Your Photos
- Coupons
- Lottery Results
- TV Schedule
- GMT
- National Politics

CRIME

KIA'S FOR \$159/MONTH 
[Click For More Details](#)

Man with gun killed by Fort Worth police

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WHO: Tests show new Ebola vaccine is 'highly...



Man with gun killed by Fort Worth police



Texas refuses to issue same-sex couples death...



Free nannies for sick, stay-at-home moms



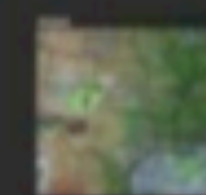
Pastor's ties to McKinney tech company under...



Methodist Dallas takes on 3 liver transplants in...

Construction Begins Summer 2015
4th Lane. Forthcoming.
Dallas North Tollway & Bush Turnpike
 [Learn More >>](#)

RIGHT NOW



Weather | 2 hours ago
[Local Forecast](#)





It is **CRITICAL** that the dealer's website be prominent in every second of the TV creative and at least mentioned 3 times in the radio spot.

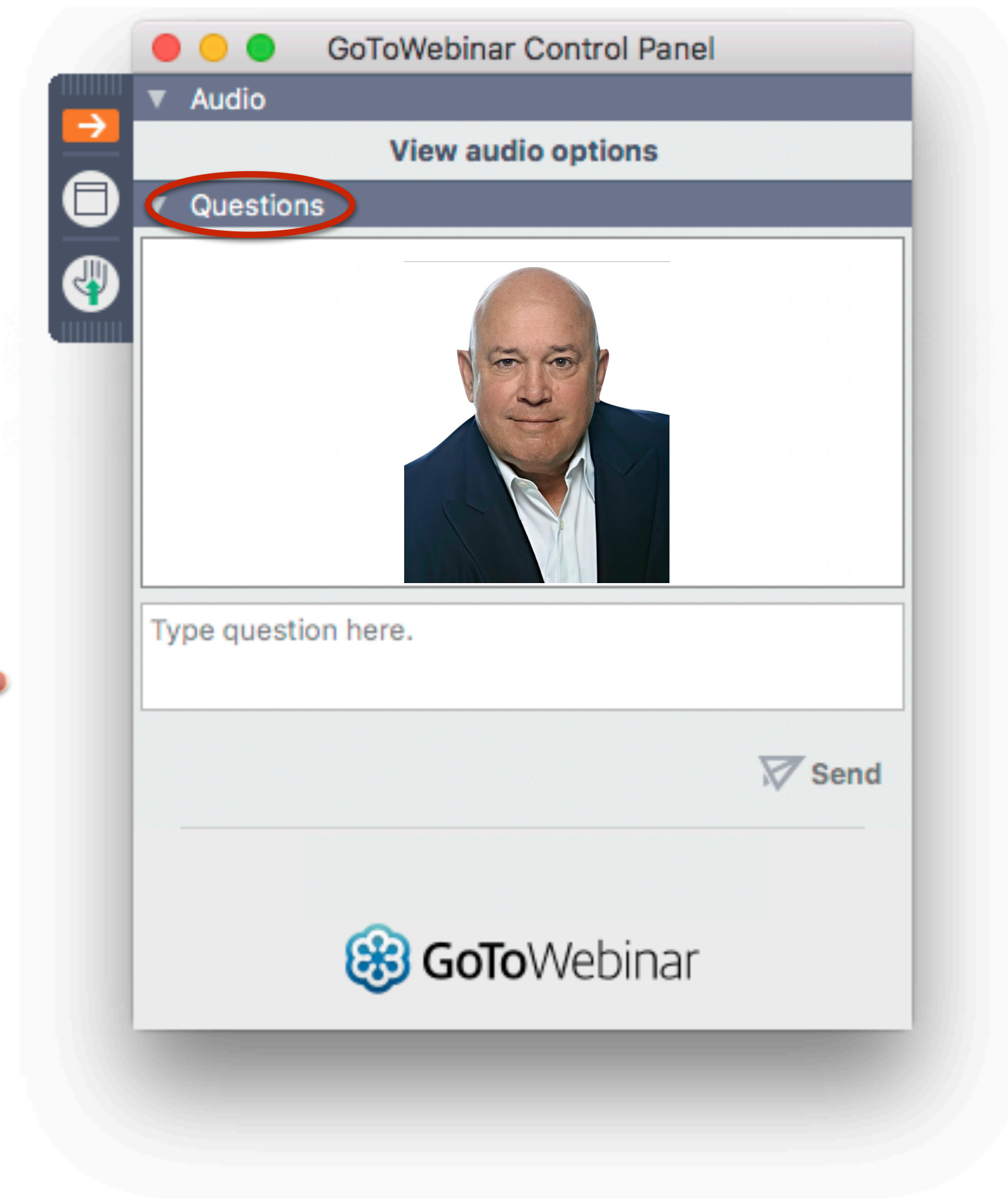
The Golden Rule



If it is not driving customers to the dealers website or showroom with the intention of inquiring about a vehicle

JUST DON'T DO IT.

HAVE ANY QUESTIONS?





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