



On-Demand Broadcast Training
And Revenue Development That Works!

Webinar Begins at 12:01 EST Approaching Auto Dealers During These Historical Times!

JOHN TKAC

LOCAL BROADCAST SALES
AUTO EXPERT



Find the Opportunities in Today's Unique Auto Environment





Over 1,000 training videos featuring over 60 trainers – making us the industry's leading training service!



Weekly sales ideas since every seller in your state can always use fresh, creative ideas for their clients!



Over 3,000 relevant marketing support materials and research items updated every day and arranged by advertiser category!



The broadcast industry's most comprehensive and well thought out sales development library!



Ask LBS - Live access to top industry minds when unique and real sales challenges arise!



The broadcast industry's favorite webinars that focus on and provide street-ready skills!

- www.LocalBroadcastSales.com it's the "Magical Hangout" for Broadcasters!
- Watch two hours of LBS training videos every workday for a year without a repeat!
- Check out LBS Research, Ad Intelligence, Sales Ideas, BEST Program, and Ask LBS regularly.

Check to see if you qualify at www.LocalBroadcastSales.com
Complete the simple form.
We'll get you set up right away!

B.E.S.T. Broadcast Essentials for Selling Today

- ✓ 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

www.localbroadcastsales.com/lbs-research/

NEW VEHICLE DEALERSHIP

WE ASKED THE QUESTIONS YOU WOULD ASK

Pulse Research asked the questions you would ask of our audience.

Do you Plan to shop New Vehicle Dealerships over the next 12 months?

11,172

said Yes

Out of the 93,100 Households in the Tyler, TX market area 12.0% Plan to shop New Vehicle Dealerships

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

We asked about these specific plans over the next 12 months to give you some ideas:

Pulse asked about these categories	results		opportunity
New Car	6.7%	1	6,238 Households
Used Car	11.5%	1	10,707 Households
New SUV	6%	1	5,586 Households
Used SUV	5.3%	1	4,934 Households
NewTruck	2.5%	1	2,328 Households
Used Truck	4%	Ī	3,724 Households

Would you like to know more?

I would be happy to share more of the New Vehicle Dealership research results and ideas with New Vehicle Dealership. Let's get together to review opportunities and ideas for your business.



LBS Research powered by: Pulse Research

Paul Weyland Is Back ... And He's **Coming Back** Strong! March 30th Noon ET Mark Your Calendar



PROFILE

Back by popular demand, Paul Weyland, a broadcast veteran with decades of experience in the field with local direct clients. Paul is a sought-after world-wide broadcast expert possessing catchy and powerful YOU ATTEND THE WEBINAR FREE THANKS TO YOUR STATE BROADCASTER'S ASSOCIATION POWERED BY THE BROADCAST INDUSTRY'S FAVORITE WEBSITE WWW.LOCALBROADCASTSALES.COM

WEYLAND WEDNESDAY

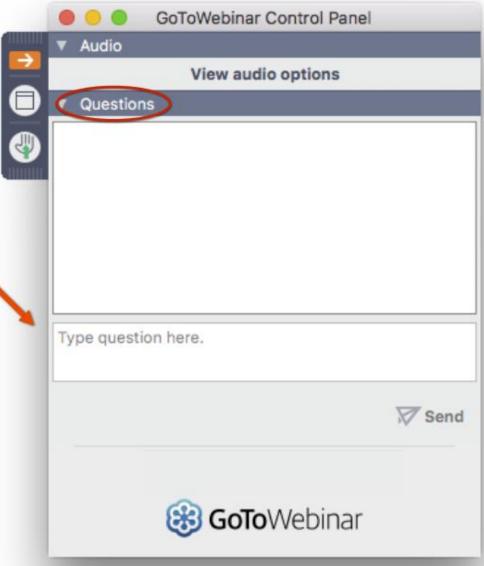
Reason To Keep Advertising Even During Inventory and Labor Issues

FREE WEBINAR

WEDNESDAY MARCH 30, NOON ET

Do you have any clients and prospects who see no reason to advertise because they are experiencing retail inventory and labor issues? Paul Weyland has some concepts for you to contemplate and adjust to use in your local sales call conversations. You'll be surprised how many answers you can assemble and have ready to share and discuss throughout you





APPROACHING AUTO DEALERS DURING THESE HISTORICAL TIMES

FIND THE OPPORTUNITIES IN TODAY'S UNIQUE AUTO ENVIRONMENT

PRESENTED BY: JOHN TKAC, LBS AUTOMOTIVE EXPERT



Local auto dealers are as profitable as they have ever been.



Broadcasters must focus on the strength of the market.



adstkac@aol.com

Total number of registered vehicles in the United States

2014: 248.7 Million

2021: 289.5 Million



USED CARS

USED

USED

USED CARS

USED CARS

USED. CARS

USED CARS

USED CARS

USED

USED CARSCARS

USED CARSCARS

USED

2022 has started out very slow for new vehicle sales BUT

Cox Automotive reported that used-vehicle sales finished 2021 at

40.9 million

That is an increase of 10% over 2020!

At 33,620 strong,

independent dealers are the backbone of the retail automotive industry.

There will be well over 41 million used vehicles sold in 2022

Source: Cox Automotive

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



Over 25% of the vehicles on the road are over 16 years old

That means that there are over <u>71 million</u> really old vehicles on the streets of our country!



Source: HIS market



There is plenty of pent up demand!



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 increases in used vehicle sales.

Yearly sales of CPO vehicles will explode through 2022 and should reach 5 million.

When focusing on new vehicle business simply

count the inventory!





Market share winners and losers

Winners

Toyota Hyundai/Kia Honda Nissan

Losers

General Motors
Stellantis/FCA/Ram
Ford

Total New Vehicle Sales

```
2008
                  13,113,000
                  10,347,000
2009
                  17,212,000
2017
2018
                  17,323,000
                  17,023,000
2019
                  14,665,000
2020
2021
                  14,946,000
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2022 EST. 16,500,000

The most significant information from the NADA dealership profile

Net profit before tax+136.6 %

Retail new vehicles total sales \$ +24.1%

Retail used vehicles total sales \$ +29.9%

Advertising expense \$ +7.9%



The Advantage of Traditional Brick-and-Mortar Dealers 5 Barriers to Online Selling. McKinsey & Company

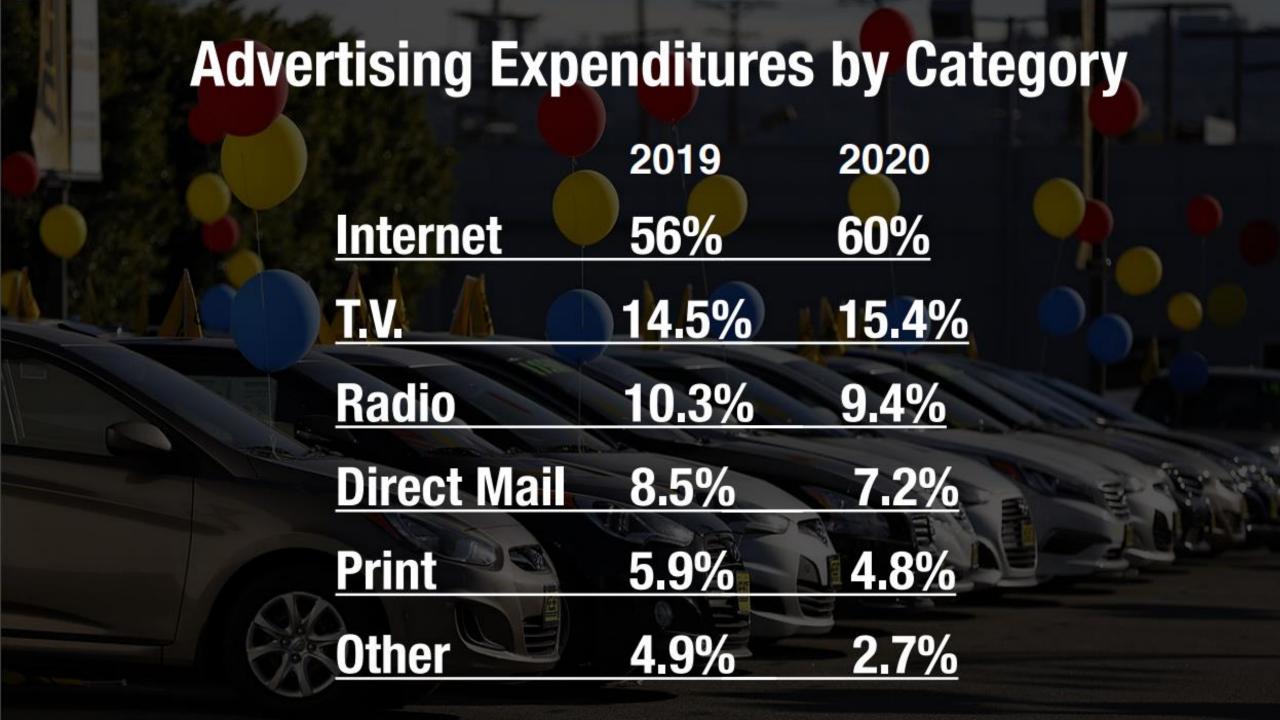
62% say "I would not purchase a vehicle without a test drive."

52% say "I cannot trust the quality unless I see it in person."

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

45% say "I want to be able to test drive multiple vehicles."

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



"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...



CPVRCost Per Vehicle Retail

Dealer A

\$50,000 Total Adv. Exp.

100 Units Sold

\$500 Per Vehicle Retail

Dealer B

\$50,000 Total Adv. Exp.

125 Units Sold

\$400 Per Vehicle Retail





CPVRCost Per Vehicle Retail

Dealer A

June

\$50,000 Total Adv. Exp.

100 Units Sold

\$500 Per Vehicle Retail



July

\$50,000 Total Adv. Exp.

125 Units Sold

\$400 Per Vehicle Retail



What is the total new and used advertising and marketing CPVR for new vehicle dealers?

2018 - \$386

2019 - \$392

2020 - \$385

2021 - \$382 EST



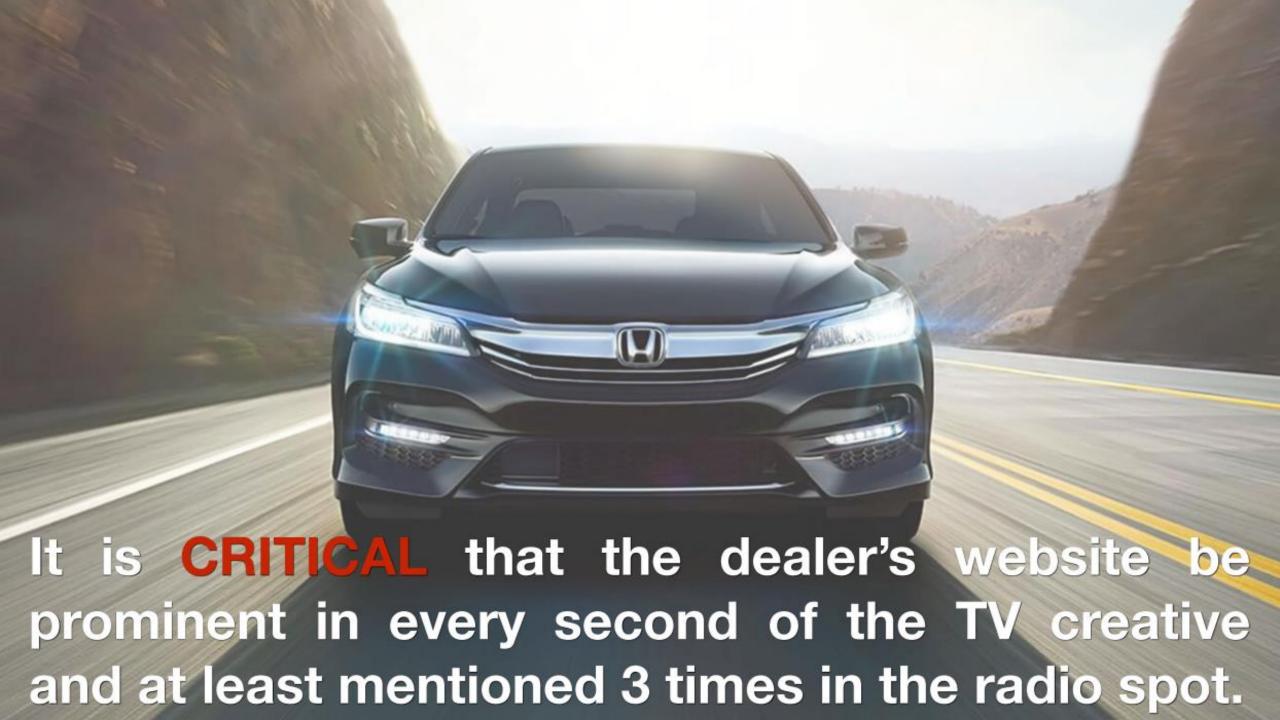
The Elements of Compelling Automotive Creative



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







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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 online.
- > 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.

Great unique selling propositions for today (continued)

- > 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.

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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!



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.

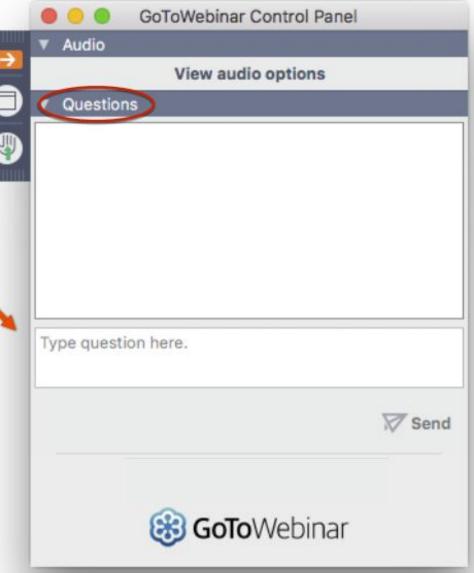
Review your notes from today or request these slides to build your own strategy as you visit your dealers in the next several weeks.

To request these slides email Mark Moore at (markmoore@LocalBroadcastSales.com)



adstkac@aol.com





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