



Local
Broadcast Sales

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



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%	6,238 Households
Used Car	11.5%	10,707 Households
New SUV	6%	5,586 Households
Used SUV	5.3%	4,934 Households
New Truck	2.5%	2,328 Households
Used Truck	4%	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

QUESTIONS?



The screenshot shows the GoToWebinar Control Panel interface. At the top, the title bar reads "GoToWebinar Control Panel". Below it, a dropdown menu is set to "Audio", with a "View audio options" link. A "Questions" tab is highlighted with a red circle. Below the tab is a large empty text area for questions. At the bottom of the text area, it says "Type question here." and there is a "Send" button with a paper plane icon. The GoToWebinar logo is visible at the bottom of the panel.

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
CARS

USED
CARS

USED
CARS

USED
CARS

USED
CARS

USED
CARS

USED
CARS

USED
CARS

USED
CARS

USED
CARS

USED
CARS

**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

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 71 million really old vehicles on the streets of our country!





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

CERTIFIED **PRE-OWNED**

As new car prices hit record highs, analysts say Certified Pre-Owned Vehicles' sales will rise as shoppers seek affordable alternatives

CERTIFIED **PRE-OWNED**

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!





REBATES!

DEALER CASH!

INTEREST RATES DEALS!

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
2009	10,347,000
-	
-	
-	
2017	17,212,000
2018	17,323,000
2019	17,023,000
2020	14,665,000
2021	14,946,000

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.”

Advertising Expenditures by Category

	2019	2020
<u>Internet</u>	<u>56%</u>	<u>60%</u>
<u>T.V.</u>	<u>14.5%</u>	<u>15.4%</u>
<u>Radio</u>	<u>10.3%</u>	<u>9.4%</u>
<u>Direct Mail</u>	<u>8.5%</u>	<u>7.2%</u>
<u>Print</u>	<u>5.9%</u>	<u>4.8%</u>
<u>Other</u>	<u>4.9%</u>	<u>2.7%</u>

“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...



CPVR

Cost 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



CPVR

Cost Per Vehicle Retail

Dealer A

June

\$50,000 Total Adv. Exp.

100 Units Sold

\$500 Per Vehicle Retail



Dealer A

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

A brown Volvo 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, casting a warm glow over the buildings and the road. The sky is a mix of orange and blue.

1. Price

2. Selection

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

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

An advertisement for Arrigo Sawgrass.com. The background is a dark, warm-toned scene with a large, wrapped gift box on the right. Two men in dark suits and ties stand on the left. The text is prominently displayed in the center-right. The top part of the text is in yellow, and the bottom part is in white. The overall theme is Christmas, with holly leaves and red berries in the corners and gold bells hanging from the top. The website name is at the bottom in white and red text, flanked by gold bells.

UP TO **\$8,000**
MORE
FOR ANY
TRADE!

Arrigo **Sawgrass**.com



**HIGHEST
RATED**

JMLEXUS.com

954.590.4600



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 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.”

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.

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!**

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.

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

QUESTIONS?

A screenshot of the GoToWebinar Control Panel interface. The window title is "GoToWebinar Control Panel". The "Audio" section is expanded, showing "View audio options". The "Questions" section is highlighted with a red oval. Below this is a large empty text area for questions, followed by a text input field with the placeholder "Type question here." and a "Send" button with a paper plane icon. The GoToWebinar logo is visible at the bottom right of the panel.

GoToWebinar Control Panel

Audio

View audio options

Questions

Type question here.

Send

GoToWebinar

APPROACHING AUTO DEALERS DURING THESE HISTORICAL TIMES

FIND THE OPPORTUNITIES IN TODAY'S UNIQUE AUTO ENVIRONMENT

PRESENTED BY: JOHN TKAC, LBS AUTOMOTIVE EXPERT

