

Congratulations! Your dealership has been accepted as a **Preferred Dealer®** Partner. This is an exciting program that you've chosen to take part in. We appreciate your business and look forward to a bright future together.

Before you get started, it is important that you recognize -- this is not your standard "lead" program. In order for you to succeed as a **Preferred Dealer®** Partner there are important distinctions that you and your staff should be aware of.

Three things you need to know. *It's about building incremental sales!*

- 1) These customers applied for a Direct Auto Loan. Many customers have been Approved by a direct lender and will receive a funding package, including a negotiable check for their auto financing. As well, many customers will be Non-Approved and are considered a sub-prime lead. The overall mix of Approved to Non-Approved customers delivered to your dealership may vary month-to-month and is somewhat depend on your local market conditions.
- 2) These customers have been contacted, via email, and referred to YOU as our **Preferred Dealer®** Partner in their area. They are urged to visit your dealership, for the purchase of their vehicle – using their approved financing in a relaxed, hassle-free environment.
- 3) Timely follow-up, customer service and dealership processes are the difference between these customers buying a car from YOU, or using their financing to purchase elsewhere.

As you see, **Preferred Dealer®** is a truly unique opportunity to sell additional vehicles. Familiarize yourself with techniques below, which were offered to us by our most successful **Preferred Dealer®** Partners.

The key to higher conversions. *Sell the appointment!*

When contacting a customer, introduce yourself as a participant in the myAutoloan.com **Preferred Dealer®** program. As such, you have agreed to process their loan package quickly, offer a wide selection of new and used vehicles to choose from and provide them a relaxed car buying experience.



For customers who are **APPROVED** for financing - Let them know that you will assist them with finalizing any required documentation requested by the lender and process all the paperwork.

(Remember, these customers can go to any new car dealership to use their funding package. Your leverage is your willingness to provide unparalleled service and selection. You get the "first-shot" at earning their business, and will benefit from the fact that the customer has been referred to you and should be expecting your call.)

Sample Opening Script:

"Hi, I'm John Doe from ABC Dealership. We are a myAutoloan.com Preferred Dealer, and I would like to assist you with your vehicle purchase. We specialize in assisting myAutoloan.com customers with approved financing, and can offer you a quick, hassle-free car buying experience. We have a large selection of New and Used vehicles at competitive prices and..."



For customers who are **NOT APPROVED** for financing - Explain to them that you work with additional lenders and that you may be able to provide financing through alternate sources, and they should schedule an appointment so you can discuss their financing options.

Please Sign and Fax To: (214) 540-3359

Preferred Dealer Representative:

Dealership Representative:

Signature

Signature

Date

Date