



Let's 'Go Fish' to get more dealers & homeowners on the hook for extra sales this spring! You have the programs & tools to customize your spring pre-season program. You can catch more fish by running several programs at the same time. We are adding some special spring rewards and promotion buy-downs to lower the

cost. And you also have several no-match co-op funds so your investment is minimal. We recommend targeting a small group of dealers so you are putting your resources where they can have the greatest impact. See the information below about the low-cost tackle you can easily use to help you reel in a big catch. Enjoy!

Lures (see 2010 Navigator Program Book & Go! Business Building Tools)

1. Dealer recruiting 'What Dealers Want' sales book
2. Pre-built ads & AdVantage cards for 3-N-1 consumer offers: tax credit, maximum strength warranties & finance
3. AdVantageSM no-match co-op funds & PLUS rewards
4. Enhanced custom dealer brochures or web sites from directional no-match co-op funds & buy-down discounts
5. New vehicle & yard sign buy-down discounts
6. WYWO reward points &/or cash Spiff on select units from no-match WYWO co-op funds
7. Sales & business training



Excursion Dates **March 15 – May 31**

- Maximize your spring pre-season activity by running your targeted dealer promotion at the same time as our Spring Pre-season buy-downs & rewards

'Get Your Gear Ready' Communication Calendar

- Don't miss the two special February MAP web-meetings: Overview, action items, support tools, work-sheets, funds, buy-down & offer details



Fishing Guides - 'Phone a Friend' support – ICP team is a phone call away to help you get ready

MAP

Recruiting Training, Sales Book & Profit Shots Training

WYWO & Dealer Segmentation

WYWO web

Web sites, brochures, finance & pre-season buy-down

Vehicle & yard signs

AdVantage & Advertising support tools

Signal & Co-op Funds

Kim Cashion

John Teder

Brian Cash

Dailia Adams

Karan Tidwell

Shirley Seegraves

Phil Kelly

Lisa Qualls

All of Your Tackle Is Ready For You To Use – Pick the Ones That Work For YOU

February

- Use your quick & easy 'Go Fish Budget excel worksheet' to help you get the right amount of funding to your *targeted* dealers, then allocate AdVantage funds for target dealers per Signal guidelines. *Remember, it is much more effective to have fewer dealers with more money, than many dealers with very little money to work with!!!*
- Segment your dealers to identify the ones with the most opportunity for you to target.
- Add all your target dealers in Aviator so they can receive web & brochure buy-down discounts. Make sure your dealers are enrolled with CitiFinancial (4-6 weeks).
- Recruit new dealers using the Building Partnerships training in your 2010 Kit and your custom *What Dealers Want* Sales Book. On-site classroom training is available.
- Build loyalty, strong sales & a better mix by finalizing your custom quick-hit WYWO promotion *now* to run in April-May. And don't forget the monthly Profit Shots sales & business training is perfect for your targeted dealer group.
- Attend the February MAP web cast for details on promotion offers & support. Then, schedule your dealers for a Marquette 'how-to build your web site/brochure' call.



March

- Announce & Promote: custom Signal post-cards will be available in March or build your own. Put your web & brochure counter-card from your 2010 Kit on the counters.
- Remind your dealers to advertise during March, April & May using 3-N-1 offers on AdVantage, dealer web site & brochure. You can add any other elements (newspaper, radio or outdoor) that you fund from your general marketing co-op.
- Remind your dealers to order their vehicle &/or custom yard signage from TKO during March to receive a **\$75 discount** off their order.
- Remind your dealers to use their \$200 discount off a custom dealer brochure, web site, or combination package during March so they are ready for pre-season! There is no cost to you & no claiming required! Brochures are FREE & web sites over 50% off. However, all dealers MUST be in Aviator to receive their discount given at time of purchase from Go! Secure Dealer Login!! If you would like to 'sweeten' the buy-down offer, you can ask Marquette Group to give you a special promotion code for your target dealers.
- Train dealers how to sell! – bring your target dealers together for an on-line or classroom sales & business classes to help them sell more & make more money! Book it early!

Pre-season March 15 – May 31

- **WYWO** web automatic points tracking & reminders per your custom promotion
- AdVantage Plus rewards for cards sent between **March 15 & May 31. Send 500 cards, get 200 custom magnets free.** There is no cost & no claiming required!
- Consumer finance promo: **-0- cost on 6 month SAC & 3.5% cost on 12 month SAC** from **April 1 - May 31** through CitiRetail Services for active, enrolled dealers that use the promotion codes on ICP equipment.

June - Tally up results & enjoy the big catch