



AUTO BUTLER
“CUSTOMER FOR LIFE”
PROGRAM

PRODUCT / PROGRAM KNOWLEDGE
AND SELLING SKILLS

AUTO BUTLER "CUSTOMER FOR LIFE" PROGRAM

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AUTO BUTLER "CUSTOMER FOR LIFE" PROGRAM OVERVIEW

Most traditional paint protection products offered by dealerships are applied to the vehicle at the time of delivery and the customer leaves with a warranty. If the customer ever mentions the product again it's usually to make a warranty claim. Industry insiders and those writing the automotive buying guides are aware that even the very best paint products protect maybe six months, and frown on the cost of these single application products and their multi-year warranties.

THE STRONG BEGINNING – SALES PENETRATION

The Auto Butler paint protection program is different. With our 5-year program (Suggested retail price \$695) the finest products available are professionally reapplied every six months for the duration of the five year warranty. That's a total of ten applications for your customers for less than \$70/application. The Auto Butler Premier Paint Protection II Program is a two-step process, twice the protection offered by most products. First, the paint's surface is prepared with a commercial grade polish that removes harmful contaminants and glazes the paint to a shiny finish. Next, a polymer paint sealant that molecularly bonds cross-linking agents to the exterior painted surfaces is applied to protect that better-than-new finish for a full six months until the next complimentary reapplication.

Your customers will see and feel a remarkable difference between their Auto Butler treated vehicle and a brand new vehicle just off the truck. They'll be impressed with their paint's better-than-new finish and excited knowing their vehicle will continue to look great for the next five years, plus they'll never have to wax it. More than just a great product, your customer has invested in a valuable program that instills pride-of-ownership; it puts a smile on their face that you'll share with them at your dealership every six months for the next five years. It's not unusual for sales penetration with the Auto Butler program to quadruple. In fact, the average penetration nationally is 40% because it's so much easier to sell than the costly one-application products!

THE MIDDLE – SERVICE RETENTION

Your customers will actually be paying your dealership for the privilege of using your service department nine more times over five years. Service will love the additional customer-pay they'll get with each complimentary re-application. The reminders Auto Butler sends to your customers every six months instruct them to call for an appointment and allow 3 to 5 hours for the reapplication. This leaves plenty of time to do any repairs or any other required maintenance work since it actually only takes 30 minutes to do the reapplication with the Auto Butler automated "Buff and Shine" machine. The customer pay resulting from reapplications will continually grow for the duration of the five year program.

NO END! REPEAT AS NECESSARY FOR LIFE!

"According to General Motors and *Automotive News*, 86 plus percent of customers who return to their selling dealership for regular maintenance return to that same dealer for their next vehicle purchase (*Fixed Ops Magazine*).\" The majority of these customers will repurchase the Auto Butler program also. That's why it's appropriately called the \"Customer for Life\" program.

TODAY'S CUSTOMERS NEED APPEARANCE PROTECTION MORE THAN EVER BEFORE

Consumers today have very different needs than those of yesterday. The two-income family is common, the baby boomers are approaching senior citizen status and people have much less leisure time. All these things have contributed to Americans' increasing concern for convenience, personal pursuits and value. Americans want their vehicles to look good and know that appearance care is necessary for this and to preserve the life, condition and value of their vehicles.

However, today's consumer is much less likely to care for their vehicle themselves. Notice the rapid growth of car care centers, detail shops and gas stations selling car washes. Environmental hazards are increasing with each passing day, environmental elements like acid rain, ozone alerts (UV radiation equates to more sunburn and paint burn), construction site waste as well as the ever present road salt, bird droppings and tree sap. All these assaults lead to paint oxidation, cracking, dulling, spotting, fading and ultimately rust. Also, thanks to the proliferation of drive-up windows, there's a whole new assortment of hazards deteriorating the interior of today's vehicles: everything from berries, coffee, grease, and other food stuffs, to make-up, cigarette ashes and assorted beverages. These all lead to upholstery spots, stains, wear, mold and brittle, cracked and peeling leather. Consumers today are paying more money than ever for their automobiles, keeping them longer than ever, financing them longer than ever and abusing them more than ever this compromising their appearance and resale/trade-in value.

Today's consumers need appearance protection more than ever. More people are becoming aware of that fact every day and it's becoming easier for consumers to justify a good investment in that protection. Products and services that protect a vehicle's appearance, inside and out, and prolong its life and value are being purchased in record numbers. The appearance protection program from Auto Butler is the finest available today. It provides your customer with an affordable solution for problems associated with appearance and trade-in/resale value while instilling pride-of-ownership and promoting relationships that lead to increased repeat and referral business.

The Auto Butler "Customer for Life" program is a wonderful program and an outstanding value for your customers. Auto Butler is a program, not just a product, and is impressively different from all the single application products the majority of your competition is selling. Take the time to learn the product and the program well as well as learn how to address your customers concerns effectively; making it easier to dramatically increase your sales penetration, repeat and referral business. Once your customers fully understand the Auto Butler program and the return on their investment, they'll see the outstanding value, will want the program and will reinvest in the program with each subsequent vehicle purchase.

PAINT PROTECTION

Acid rain, acid snow, and acid fog forms when oxides of nitrogen and sulfur combine with atmospheric moisture to yield nitric acid and sulfuric acid, the same caustic acid used in car batteries. Both acids can be carried very long distances before being deposited on your customer's automobile.

The problem of acidic atmospheric moisture began with the Industrial Revolution and has been growing ever since. The visual evidence of acidic pollution has been exemplified by spells of acid smog in industrialized areas like New York and Los Angeles originally and has now spread everywhere across the country. The severity of acidic moisture's effect has only recently begun to be understood, but one thing is certain: it's very damaging to the painted surfaces of automobiles, and it's getting more damaging every day.

A by-product of air pollution has been the depletion of the ozone layer and the resulting "Ozone Alerts" regularly seen during weather reports. The weakening ozone layer allows more of the sun's ultraviolet (UV) radiation to reach the Earth's surface. Just as UV radiation can burn our skin and make us sick, it also causes paint pigment to burn and "die." This causes pits and weak spots in the painted surface that allow acid rain and other contaminants, like road salt, to invade and begin the process of fading, spotting, cracking and dulling.

Bird droppings are extremely caustic and, when left on a painted surface, they can do more damage in a shorter period of time than acidic moisture. Tree sap, bugs and various other substances picked up driving through road construction areas have been around a long time and present a variety of challenges to a vehicle's painted finish. The cost of professionally repairing the damages to an unprotected finish can easily exceed the price of the Auto Butler Program.

Just as a good sunscreen protects our skin, good paint protection shields the painted surface from dangerous ultraviolet rays. Good paint protection provides a protective barrier that shields the paint from actually coming into contact with environmental hazards like tree sap, bird droppings, acid rain, road salt and all the other hazards lurking in road grime. In addition to protecting and maintaining a vehicle's shiny new paint finish, good paint protection makes a vehicle much easier to clean and maintain, much like RainX helps keep a vehicle's windshield clean and easier to see-through.

As previously mentioned, Americans are now paying more than ever before for their vehicles and keeping them longer, so all the above issues need to be dealt with more than ever before to preserve the life, condition and value of our vehicles.

THE AUTO BUTLER PROGRAM VERSUS OTHER PAINT PRODUCTS

Industry insiders and auto buying guides are aware of all the testing that's been done with paint protection products, which are really just high-quality, commercial grade synthetic waxes. They know these products only provide effective protection for about six or seven months. If you pay attention, you'll notice water stops beading up long before a multi-year, one-application warranty expires. Think about it, if there was a product that actually protected for five years, all the manufacturers would be putting it on their vehicles at the factory, advertising it heavily and charging the consumer for it. Instead, notice that all factory warranties only cover "defects in materials and workmanship." Most warranties specifically point out that "acid rain, salt and tree sap" are not covered. Furthermore, all the owner's manuals suggest cleaning and waxing regularly. Some dealerships that sell a one-application product give their customers a "preserver kit" and tell their customers they must re-apply the product regularly to "restore" the protective barrier. This keeps the customer away from the dealership and forces them to do the work on their new vehicle themselves; after paying the dealership several hundred dollars for a single application.

Some customers have read the automobile buying guides. Most guides warn of huge markups in appearance protection products, question their value and suggest buyers should purchase them only at big discounts or skip them altogether. Hence the poor penetration and asking price retention exhibited by a lot of dealerships selling appearance protection products today.

Why do these single application products come with four, five or even seven year warranties? One reason is to justify the cost of what's often perceived as an expensive product. Prices range from a few hundred dollars to beyond seven hundred at some dealerships. Another reason is that the warranty companies know that only a small percentage of customers will bother to make a claim regardless of their paint's appearance years down the road. These companies gamble on this statistic, count their profits and hope for the best.

THE AUTO BUTLER DIFFERENCE

With Auto Butler's 5-year program, the customer is invited to return to the dealership every six months for a complimentary reapplication of both the polish and the sealant, a total of ten applications. This changes everything: it takes a product of questionable effectiveness and value and turns it into a program of verifiable effectiveness and outstanding value. All the questions raised by educated buyers and buying guides about effectiveness, mark-ups and total cost compared to other products and the "I-can-do-it-myself" customers become non-issues! Do yourself a favor and learn the product, learn the issues and questions and learn how to respond to them. Now enjoy great penetration with a quality program you can be proud to sell and stand behind with full confidence, all while developing career-changing repeat and referral business for yourself.

AUTO BUTLER “CUSTOMER FOR LIFE” PROGRAM

FEATURES AND BENEFITS THE PAINT PRODUCTS – TWO STEPS

“Chemicals are chemicals” is the selling cliché of aftermarket vendors selling low-cost inferior products, but paint protection products are not all the same. Auto Butler uses the finest paint protection products available today in a unique two-step process. First, the painted surface is prepared by removing any “dead” paint pigment and other contaminants with our high-grade polish, a custom blend of cleaners and glazes that smooth the paint to a better-than-new finish. Next, our commercial-grade paint sealant is applied over the polished paint finish to seal it. Auto Butler uses a “pure” paint sealant. Our cross-linking co-polymer was designed to molecularly bond to the paint and serve as a barrier against any and all environmental assaults for the life of the program.

Some competitors use a blend of both polish and sealant to expedite the application and reduce the cost of the product. A combination or blended polish/sealant will never perform to the level of the Auto Butler 2-component paint protection system. Using the patented Auto Butler Automated Polisher assures the customer of complete, uniform application of the polish and sealant. Competitors' products are often hand-applied, never uniform and sometimes incomplete leaving you to wonder, “Did the porter really put protection on the roof of my new SUV?” If it was a certified Auto Butler installer, you know they did it.

THE APPLICATION

Both the commercial-grade polish and paint sealant are applied by a certified professional using the Auto Butler Automated Polisher. The machine is designed to eliminate human error and perform an outstanding application every time. The Auto Butler Automated Polisher has 20,000 cloth fingers that gently massage the products onto the vehicle. The machine's cloth buffers use pneumatic (air) pressure to apply just the right amount of pressure to all the surfaces of the vehicle as they pass over it, regardless of the vehicle's shape or size. The 20,000 cloth fingers also massage all the surfaces of every vehicle, for just the right length of time to produce consistently outstanding results. Since the Auto Butler Automated Polisher is on-site and can apply both products in about 20 minutes, “spot deliveries” no longer require a customer to return to the dealership after delivery for an off-site application with a paint product vendor.

Almost all competitors apply their product by hand on with a hand buffer. If you've ever used a hand buffer, you know it's very easy to use too much pressure on horizontal surfaces, too little pressure on vertical surfaces, and difficult, if not impossible, to reach the middle top of some vans and trucks. Hence, the burns, swirls, and unprotected spots common with hand applications of both sealants and waxes by professionals and amateurs alike. No hand tool applies polish and sealant as thoroughly as the Auto Butler Automated Polisher.

AUTO BUTLER "CUSTOMER FOR LIFE" PROGRAM

THE AUTO BUTLER PROGRAM(S)

With the Auto Butler 5-year program, we invite the customer to return to the dealership every six months for a total of ten applications over the duration of the five year warranty. Auto Butler sends each warranty owner a bright green postcard to remind them to call and make their complimentary reapplication appointment, setting the stage for additional RO work.

Auto Butler also has a three year program for a total of six applications that can be sold to people that acquire vehicles with short-term leases or people that buy and trade their vehicles more often than most.

Auto Butler paint programs can be sold with any vehicle, regardless of age or mileage. If the vehicle is over 2 years old or 24,000 miles, they are issued a "Limited Warranty" that covers the overall "shine". Even though warranty coverage is slightly reduced, they get all the appearance protection, time-savings and cost benefits that make up the Auto Butler program.

THE AUTO BUTLER VALUE AND RELATED COSTS

The 5 year Auto Butler program usually retails for \$695. That equates to \$70 per 2-step application, less than one tenth the cost most other dealerships charge!

\$70 per 2-step application is less than half the cost of a single paint sealant application at a detail shop. The detailer will often use a blended product and the application will be done with a hand-buffer. The customer will probably have to leave the vehicle for the entire day, the product will protect maybe 3 or 4 months, and not carry a 5 year warranty.

\$70 per 2-step application is about the same as a detail center charges to simply wax a car. The wax will only protect maybe 3 to 5 weeks, the application will be done with a hand-buffer and the customer will probably have to leave the vehicle for the day. Their work also has no warranty, much less a 5 year warranty.

\$70 per 2-step application is less than \$12/month, or \$0.38 per day. The customer has the security of a 5 year warranty, the convenience of never having to wax their vehicle and the ability to get it done while having other required services performed as well.

THE WARRANTY

The Auto Butler New Car Warranty is applicable to any privately registered motor vehicle with less than 24,000 miles that is less than two years old. Whereas most factory warranties specifically list acid rain, tree sap and bird droppings as items not covered by their warranty, Auto Butler warrants that if the exterior painted surface of any auto treated with Auto Butler should become dull, lose it's gloss or is adversely affected by bird droppings, tree sap or acid rain, Auto Butler will have the surface repaired and re-treated.

AUTO BUTLER "CUSTOMER FOR LIFE" PROGRAM

THE WARRANTY

The warranty and follow up system is transferable from owner-to-owner, always giving value even if the vehicle is sold early in the warranty term. The customer can transfer the warranty by signing the back of their green copy and sending it to Auto Butler with a \$30 transfer fee. The new owner will be issued the remainder of the warranty coverage and reapplications and mailed the balance of the green reminder cards. Should any Auto Butler owner relocate before the end of their warranty, they can call Auto Butler at 800-328-7434 or go to www.autobutler.com to be directed to the nearest Auto Butler dealership in their new location to get the balance of their reapplications and reminder notices there. Across the United States, there are hundreds of Auto Butler dealerships ready to continue your coverage.

The warranty is contingent on the Auto Butler reapplications being done in a timely matter, within 30 days before or after the prescribed six month intervals, or the warranty could be nullified. Of course, damage to the paint resulting from an accident, abuse or acts of God are not covered.

Keep in mind that Auto Butler can be sold with any vehicle, regardless of mileage or age, they're covered by the "Limited warranty" if the vehicle is over 2 years or 24,000 miles; guaranteeing that their overall finish will be shiny or Auto Butler will buff the affected areas and retreat the vehicle. They still get all the reminders, appearance protection, cost and time benefits of the program.

THE REAPPLICATIONS

Every six months from the date of purchase, Auto Butler will mail each Auto Butler customer a bright green card reminding the customer to call the dealership's service department to set up an appointment for their complimentary reapplication of the polish and paint sealant. We'll also send your dealership a master list of these returning customers on a monthly basis.

The dealership can usually be accommodating with a spot delivery and get the original application done immediately so the customer doesn't have to make a special trip, which helps increase penetration and CSI. Reapplications are best handled by appointment only.

The green reminder cards can be customized, but they all remind the customer that the vehicle needs to be cleaned before the reapplication service can be performed. Usually the customer is given the opportunity to upgrade their reapplication service to a full service car wash for a nominal fee, like \$14.95. Remember, the green cards mention to allocate 3 to 5 hours to allow time for other services to be performed. In the event the customer cannot allocate this amount of time, or afford to drop the vehicle off, they can simply make the dealership aware of this when they schedule their reapplication appointment to expedite the service in approximately 45 minutes plus the time required for any other requests.

AUTO BUTLER INTERIOR PROTECTION

LEATHER PROTECTION

Without regular care and treatment, leather gets dull, dry, hard and brittle which eventually leads to discoloration, cracking and peeling. The majority of leather protection products sold by dealerships are silicone-based and are applied to the vehicle once at the time of delivery. Silicone products can impede leather's ability to breathe, and its protective qualities are very temporary.

The Auto Butler leather protection system is different: it's a program, not a single application product. The product is Mink Oil based and naturally restores the leather's oils and protects against moisture, mildew, cracking and peeling, while keeping the leather looking beautiful and feeling supple. Just like automotive paint, leather needs regular maintenance. Reapplications of the leather conditioner are done simultaneously with the paint protection, restoring lost oils and protecting it from cracking or peeling.

The warranty states that, if the leather cracks or peels during that five-year warranty period, Auto Butler will have the affected area repaired at no charge.

FABRIC PROTECTION

Thanks to the proliferation of drive-up windows, there's a whole new assortment of hazards assaulting the interior of today's vehicles: everything from berries, coffee, grease and other assorted food stuffs, to make-up, cigarette ashes and beverages. These all lead to upholstery spots, stains, wear, mold and odors. Retail, non-commercial products like Scotchgard can be sprayed on a fabric's surface with an aerosol can, but tend to just sit on the surface, affect the color and appearance of the fabric, offer very limited protection and wear off quickly. Some dealerships sell fabric protection products very similar to the consumer products that are also sprayed on, sit on the surface and wear off quickly.

Auto Butler's Fabrigard Protector is different. It's a commercial grade product unavailable to the public that's applied under pressure (110psi). An entire 16oz. bottle is used to protect each vehicle, 32oz for large vans and SUV's. Thanks to the pressure, the product completely saturates each fiber providing a protective barrier for upholstery and carpet that resists soils and spills. It will not change the look, feel or breatheability of the upholstery. The upholstery will clean up easier, stay clean longer and look new longer.

The warranty: For a period of five years, if the seat fabric, interior fabric or carpet become permanently stained under normal use and cannot be cleaned, Auto Butler will be responsible for professionally removing the stain.

SELLING THE AUTO BUTLER "CUSTOMER FOR LIFE" PROGRAM

UNDERSTANDING THE SALE

It's very important to understand that customers who refuse to buy the Auto Butler program when it's first presented probably don't understand the program. They may not understand the product, the program, its value or the true cost in time and money when compared to all the other alternatives. Those alternatives include the "do-it-yourself" products and the single application products other dealerships sell that customers may have read about in a consumer's buying guide or heard about at a detail shop down the street.

If the customer doesn't immediately jump at your initial offer, remain confident. You may just have to explain the product and program in more detail to alleviate their prejudices or misunderstandings about the value of the Auto Butler program and all its alternatives.

THE FOUR RULES OF AFTERSALE

1) First and foremost, it's vital that appearance protection products be offered to the customer only as an aftersale item! "Aftersale" refers to products that are sold only after the sale of the vehicle is complete. This means after the deposit is received and the buyer's order is signed, but before the vehicle is delivered. This is important because you don't want to put yourself in a position of having to include these items in the sale price of the vehicle.

2) It's not necessarily a mistake if you don't sell the program, it is a mistake if you don't present the program to everyone that buys a new or used vehicle. Never try to pre-determine if your customer is a good prospect for the Auto Butler program, and then only show those customers the program. You'll guess wrong a lot! Give every customer the opportunity to take advantage of the Auto Butler program. It will increase overall sales as well as strengthen your ability to sell the program.

3) You have never taken the customer's last dollar. How many times has a customer convinced a sales person they have no more money, and then come out of F & I with a payment considerably higher than the sales person had negotiated? Or a customer stops back a week after delivery with thousands of dollars worth of custom wheels and tires or a mega-watt stereo? When a customer is working a deal with you, someone is always being sold: either you're being sold, or the customer's being sold.

4) If the customer can afford the vehicle, they can afford the package. Remember, in most cases, the Auto Butler program represents less than 2% of a new car's purchase price. The customer will eventually trade their vehicle in or sell it and will recover more than the price of the program at that time. Remember, the vehicle purchase is one thing, the protection is another and everybody should protect that investment somehow or it could cost them another \$2000 to \$3000 at trade-in time!

SELLING THE AUTO BUTLER "CUSTOMER FOR LIFE" PROGRAM

BEFORE THE VEHICLE IS SOLD

If the customer has a trade, the sales person should always plant the appearance protection value seeds at the time of the appraisal. Ask, "Do you have any appearance protection products on your vehicle?" If the customer asks what that means, say, "Commercial-grade paint protection or interior protection." The sales person should record the customer's response on the appraisal form saying out loud, "Has appearance protection" or "Has no appearance protection." This will help create either perceived value or fear of loss. If necessary, modify the dealership's appraisal forms with a category, "Appearance Protection Products?" to remind the sales people to ask about appearance protection during the appraisal process.

PRESENTING THE "CUSTOMER FOR LIFE" PROGRAM

After the vehicle deal is closed and all the paperwork is complete, but before you take your customer to F & I, leave the customer alone for a few minutes while you go to check on something. Before you leave, ask your customer for a little commitment:

"While I'm gone, could you do me a little favor?"

Pause and wait for your customer to commit, and then say:

"Take a look at this important information about appearance and value protection, take a look at our menu, and I'll be right back."

Hand your customer the Auto Butler Program information and place your Menu just out of your customer's reach, take all the paperwork for the vehicle deal and leave. While you're away, pick up a Supplemental Buyer's Order (SBO) and enter your customer's data on the SBO before you return to your customer. When you return, have the SBO folded so the customer can't see the document, and confidently ask:

"Most of our customers choose package "A," which package did you choose?"

Do not speak again until your customer speaks. Some of your customers will agree to buy a package, and some won't. Remember, if they don't buy they probably don't fully understand the program, its value and the alternatives.

Identify any customer concerns or misunderstandings and respond to them using the product information and responses supplied in this manual. Don't think you have to memorize the responses, or use every word; they're very complete responses so you'll have all the information you need. Don't show off your knowledge, just isolate each issue and deal with it as concisely as possible; then ask for the order again:

"So you see, this is the very best protection and the very best value. Now would you like to protect just the exterior, or do you want to protect the interior too?"

Again, don't speak until your customer responds. If the customer raises another concern, or still has a misunderstanding, repeat this process until you get the order. Do your own vehicle with Auto Butler's Premier Paint Protection II. When you see how well it always looks and how easily it cleans up, you'll fully believe in the Auto Butler program and will know you're doing your customers a favor when you sell it to them.

SELLING THE AUTO BUTLER “CUSTOMER FOR LIFE” PROGRAM

HANDLING CONCERNS AND MISUNDERSTANDINGS

“I’ve read about that stuff in the buying guides and they said that stuff was a waste of money,” or, “I have a friend in the business and he told me not to buy this stuff,” or, “I bought that paint sealant once from a different dealership and I really didn’t think it did much good.”

You’ll learn to like hearing the responses above. The customer is familiar with some of the products that are out there and they’re telling you they’re not impressed with the one-time application products most dealerships sell. They’re not impressed with the products, probably think they cost too much and probably think they aren’t a good value – and you should agree with them whole-heartedly! The above responses usually mean that you’re just a few minutes away from selling another Auto Butler program to a future happy customer and developing your repeat and referral business.

YOUR RESPONSE

I’m glad you’ve done your homework and are familiar with some of the products that are out there. I agree with your apprehension and everything you’ve just said. You’re right! Most of the products that other dealerships sell aren’t a good value and I’m glad we don’t use those products here because I personally wouldn’t want to offer them to my customers.

Let me show you how the program we have here is completely different.

First of all, did you see this part of the article here? (Show them the ‘Professional Car Washing and Detailing’ reprint.)

This is an article out of a magazine for detailing centers. Notice right here that it says how long waxing and paint sealant protects a vehicle? This confirms your concerns and apprehension, and that’s why we don’t sell that. Instead, we have a program that provides outstanding protection for as long as you drive your vehicle and is an exceptional value once you see how the whole program works and the numbers work out.

First of all, our paint protection isn’t just a paint sealant. We use a two step process: first a commercial-grade polish, then a commercial-grade pure paint sealant. (Explain the Auto Butler chemicals. Then explain the application with Auto Butler’s “Buff and Shine” machine and all its advantages. Some dealers will then ‘show off’ their machine.)

Of course, even this protection only lasts the 6 or 7 months mentioned in the article, which brings us to our Auto Butler Program. (Explain the Auto Butler program. Explain the convenience and ‘No waxing needed’ and the appointment reminders. Explain the warranty and 5 years of real protection. Explain the Auto Butler interior protection. Show them how the numbers work out to an exceptional value per application any way you look at it.)

Demonstrate your belief in the product. “I wouldn’t ask you to buy anything I wouldn’t sell to my own mother.” Or, “I have this program on my own vehicle and I know you’re going to love it.”

SELLING THE AUTO BUTLER "CUSTOMER FOR LIFE" PROGRAM

HANDLING CONCERNS AND MISUNDERSTANDINGS

"I can wax my car and get the same thing."

YOUR RESPONSE

You know what, I used to think that too. You and I can wax our own vehicles, but I've discovered that's not even close to being the same thing that I'm offering you right now. The program here is actually much better protection and much less expensive than trying to do the protection ourselves. The fact is, you and I can't buy the commercial-grade products we use here. The products you and I can buy take hours to apply, last a fraction of the time and still cannot protect as well as our automated, machine applied, commercial-grade system.

The product we use here is actually two products: a commercial-grade polish that prepares the paint by removing contaminants and glazing the finish to look better than new, smooth and shiny, and a pure paint sealant that will protect your finish from acid rain, UV radiation, bird droppings and tree sap for at least six months! The waxes you and I can buy don't prepare or protect the paint anywhere near as well and the protection those waxes do provide only lasts 3 to 5 weeks. (Show the customer the Car Washing article and have them read the section about how long waxes and paint sealants protect.)

In addition, to get that 3 to 5 weeks of wax protection, you have to apply the wax properly; the right amount of wax applied with the right elbow grease on the roof, hood and sides is a lot of hard work and it's hard to use consistent pressure on those different surfaces. If you use a hand buffer, you have to worry about too much pressure, burns, swirls and the possibility of actually damaging the paint's finish! Both commercial-grade products here are professionally applied using Auto Butler's "Buff and Shine" machine. The machine is engineered to eliminate human error and do an outstanding application every time. (If at all possible, show the customer the machine now.)

The Auto Butler Automated Polisher's 20,000 cloth fingers use pneumatic (air) pressure to massage all the surfaces of every vehicle with just the right pressure for just the right length of time. This produces consistently outstanding results regardless of the vehicle's shape or size.

To even come close to keeping your vehicle looking as good as an Auto Butler Program vehicle, you will have to wash and wax it every 3-4 weeks using a very expensive wax. If you only paid yourself \$10/hour to do this, it will cost you \$40 per application (3 hours to wash and wax plus \$10 in wax and supplies). Over the course of five years, you'll waste 180 hours of precious free-time, spend hundreds of dollars on waxes, cloth and other cleaning supplies that pale in comparison to Auto Butler's products all without the security of a Warranty! In other words, you will spend more time and money trying to keep your vehicle looking almost as good as Auto Butler will. Why not save some of that time and money and let a factory-trained professional apply two of the finest, commercial grade products to your vehicle using the Auto Butler Automated Polisher? Wouldn't you feel better knowing that your vehicles showroom shine is guaranteed for 5 years even if you NEVER wax it yourself? Save time, save money, rest assured...Auto Butler has you covered!

SELLING THE AUTO BUTLER "CUSTOMER FOR LIFE" PROGRAM

HANDLING CONCERNS AND MISUNDERSTANDINGS

"I don't want to have to come all the way back here every six months."

YOUR RESPONSE

I understand why you'd think that, and a lot of other customer's have said that when I first showed them this program too. Most of them have found if you take the time to look at the whole picture, you'll probably save time and money bringing your vehicle here every six months!"

First off, nobody knows your new vehicle like we do. As a dealer we're required to have all of the latest technology, training and equipment necessary to keep your vehicle in top working order. Why go to several different shops to take care of your vehicle when we can do everything for you here in one stop? Routine oil changes, tire rotations, 15K, 30K, 45K, 60K inspections typically come due around the 6th or 12th month of ownership; so why not take advantage of all our services when you come in for an Auto Butler reapplication?

Then, if there's any recalls, they have to be done by a dealership so you'll be able to get them handled during any one of the reapplications over the next 5 years.

If you use a detail shop to wax the vehicle, they'll want you to drop the vehicle off for the day, it'll cost \$70 or more and at best will only protect for 4 weeks! Should you do this monthly, for 5 years, you'll spend \$4200 to have a wax applied by hand or using a hand-held buffer! You'll still not be covered by any warranty, sacrifice the use of your vehicle for 60 days plus have to make additional appointments for oil changes, tire rotations, inspections and other routine maintenance items. Doesn't it make more sense to bring your vehicle here twice a year and let factory-trained professionals handle all of the required service and care needs during each appointment?

Finally, should you choose to try and protect your vehicle yourself, it's the same 60 applications over 5 years! We all know that this requires time, typically on a sunny weekend, to wash, dry, pull into a shady area and wax your vehicle. To do the same thing as Auto Butler, you'll spend 3-4 hours each time, (Remember, you'll need to do this 60 times over 5 years!), spend hundreds on expensive, non-commercial waxes, detailing cloth, car wash soap and other supplies, and waste up to 240 hours of sunny Saturdays waxing your car. Pay yourself a measly wage (\$10/hour) and you'll spend nearly \$3000 waxing your vehicle all without the security of a warranty! Furthermore, you'll STILL have to bring your vehicle somewhere to have the oil changed, tires rotated, and all of the other maintenance work done. We work hard to earn the money to buy the things we want and need, it doesn't make sense to waste free time and money to caring for them when there are better alternatives.

With our program, you can get all the appearance care, routine maintenance, repairs and recalls handled at the same time. It actually takes much less time and money, not just because you can get everything done at the same time but because the commercial-grade products protect better and last longer than the other alternatives.

SELLING THE AUTO BUTLER “CUSTOMER FOR LIFE” PROGRAM

HANDLING CONCERNS AND MISUNDERSTANDINGS

“I don’t need paint protection, I have the factory warranty.”

YOUR RESPONSE

You know what, a lot of people think they’re covered by the factory warranty. The warranties do cover a wide variety of things but, unfortunately, the paint’s finish isn’t covered by any of them. Let me show you. (Always have a factory warranty readily available, and know where to look in the book. Point out the applicable verbiage and have your customers read it themselves.)

See here, the factory warranty only covers defects in materials and workmanship when it comes to the paint’s finish. (Lot’s of warranties specifically list items not covered, and the ‘not covered’ list often includes things like acid rain, salt, bird droppings and tree sap.) Take a look at the Auto Butler Premier Paint Protection II Warranty. (Show them the warranty and point out the coverage.) It specifically states it covers the things the factory warranty doesn’t: bird droppings, tree sap, acid rain, loss of shine and dulling.

Let me show you something else! (Open up a black book to any page except the page of the customer’s trade-in or their new vehicle.) Notice there’s \$2,000 to \$3,000 between the lowest value and the highest value? What do you think will be the biggest factor of where your trade-in will be valued in this \$3,000 spread? That’s right, appearance and mileage.

HANDLING CONCERNS AND MISUNDERSTANDINGS

“I won’t be keeping my car that long,” or, “I don’t use my vehicle that much.”

YOUR RESPONSE

That’s actually a very good reason to get protection. Your vehicle will be worth more at trade-in time or when you sell it. Our warranty is transferable to the new owner, so it should be easier to sell the vehicle with this protection. Let me show you something. (Open up a black book to any page except the page of the customer’s trade-in or their new vehicle, only go back 2 or 3 years for this example.) Notice there’s \$2,000 to \$3,000 between the lowest trade value and the highest value. What do you think will be the biggest determinant of where your vehicle will be valued in this \$3,000 spread? That’s right, appearance and the mileage.

Should you decide to keep your vehicle longer than you anticipated, you’ll have this valuable protection. Besides, while it may take a year for acid rain or UV radiation to adversely affect the unprotected paint finish, bird droppings, tree sap, salt and oil can permanently damage unprotected paint in a matter of days! Once those things are on your unprotected paint, it doesn’t matter if you use your vehicle much or even if it’s just sitting in your garage, they’ll do damage in a matter of days and it will get worse with time.

AUTO BUTLER CERTIFICATION EXERCISE

Dealership: _____ Employee Name: _____

1. T or F "Auto Butler" is a program; most competitors sell one-time products.
2. T or F The Auto Butler program is an excellent way to build repeat and referral business.
3. T or F The average sales penetration with the Customer for Life program is over 40%.
4. T or F Auto Butler customers re-purchase the Auto Butler program at a very high rate.
5. T or F Today's consumer is more likely to personally take care of their vehicle.
6. T or F Acid Rain and UV radiation do more damage now than in the past.
7. T or F Americans are paying more for their vehicles than ever before, financing them longer than ever, and keeping them longer than ever before.
8. T or F Today's factory warranties lessen the need for appearance protection.
9. T or F The following items can permanently damage paint: bird droppings, tree sap, sunlight, snow, fog, road salt.
10. T or F A good leather protection product should protect leather well for a few years.
11. T or F Retail fabric protectors (Scotchgard) protect as well as Auto Butler Fabrigard.
12. T or F A blended paint protection product should work as well and protect as long as applying separate products like Auto Butler Premier Paint Protection II.
13. T or F The Auto Butler Premier Paint Protection II product is a two step process; first a commercial polish to clean and smooth the paint, then a commercial paint sealant to provide a protective barrier between the paint and the environment.
14. T or F The Auto Butler machine is quick, but people with hand buffers do a better job.
15. T or F The Auto Butler machine has 20,000 cloth fingers that massage the products onto all the surfaces of the vehicle at just the right pressure for just the right length of time.
16. T or F The 5 year Auto Butler program consists of a total of 10 applications, one every 6 months.
17. T or F The 3 year Auto Butler program consists of a total of 6 applications, one every 6 months.
18. T or F All Auto Butler paint programs can be sold with any vehicle, regardless of age.
19. T or F Vehicles with Auto Butler paint protection clean up easier and stay clean longer.
20. T or F The Auto Butler warranty can be sold with any vehicle with less than 36,000 miles and less than 36 months old.
21. T or F The Auto Butler warranty covers tree sap, bird droppings, and acid rain.
22. T or F The Auto Butler warranty and follow up system, (reapplications), is transferable to new owners if the vehicle is sold before the warranty expires, and it's transferable to new locations if the owner moves out of the area before the warranty expires.
23. T or F The green 6 month reminder cards say "No appointment is necessary" because it usually takes less than 45 minutes to wash the vehicle and reapply the paint protection.
24. T or F Customers will save time and money having all of their vehicle maintenance done at the same time the paint protection is being reapplied at your dealership.

25. T or F It costs 2-3 times as much to get paint sealant applied at a detail shop.
26. T or F Wax applied at a detail shop costs about the same as our 2-step sealant.
27. T or F Commercial grade, machine applied paint sealants last 6-8 time longer than retail grade waxes.
28. T or F If the seat fabric or carpet, treated with Auto Butler Fabrigard, becomes permanently stained, Auto Butler will professionally remove the stain, and reapply the Fabrigard, free of charge.
29. T or F If a customer doesn't immediately agree to purchase Auto Butler products, they probably don't fully understand the products, programs and value when compared to their alternatives, mainly, using a detail shop or doing it themselves.
30. T or F It's not a mistake if you don't sell the "Customer for Life" program, it's a mistake if you don't present the program to everyone that buys a new or used vehicle.
31. T or F If the customer has a trade-in, the sales person should always ask the customer if they have any appearance protection products on their trade-in, which products, and write the customer's response on the trade evaluation sheet.
32. T or F Sales people should only plant the seeds for appearance protection packages during the course of the sale; then present the products after the vehicle sale is consummated, all of the paperwork is started, but before taking them to F & I.
33. T or F The main tools you want to leave with your customer for a few minutes when you go on your, "Errand" are some Auto Butler product info and your menu/SBO.
34. T or F When you return from your "Errand" the best way to approach your customer is: "Most of our customers choose package "A," which package did you choose?"
35. T or F After asking for the order, don't speak again until your customer speaks.
36. T or F If your customer tells you they've done their homework, and they know aftermarket appearance protection is a scam, you should agree with your customers whole-heartily because you understand they're referring to all the one-application products offered by most dealerships; then show them how Auto Butler is completely different and provides outstanding protection and value.
37. T or F If your customer says, "I never buy that stuff, I wax my vehicle every Spring and Fall myself," you should show your customer your re-print on how long wax protects and then show them that the Auto Butler program offers much better protection for much less time and money then doing it themselves and remind them of the warranty!
38. T or F If your customer lives an hour away and thinks it's too far to get the reapplications, you should show them how they'll actually save time over having protection done closer, or doing it themselves, because they'll be able to get protection, routine maintenance, repairs and any recalls handled all at one time.
39. T or F The factory warranty only covers defects in materials and workmanship.
40. T or F There's a \$2000 to \$3000 spread between the low and high value for a trade-in the Black Book, and the biggest determinants of what a customer will get for their trade is the vehicles appearance, (Inside and out), and the mileage.

***Note: To score on 100% scale, add up total correct answers and multiply by 2.5**

AUTO BUTLER CERTIFICATION ANSWERS

There are 40 pts possible, give 1 pt for each correct answer, then multiply the final score by 2.5 to get the percentage of 100%

- | | |
|-------|-------|
| 1. T | 21. T |
| 2. T | 22. T |
| 3. T | 23. F |
| 4. T | 24. T |
| 5. F | 25. T |
| 6. T | 26. T |
| 7. T | 27. T |
| 8. F | 28. T |
| 9. T | 29. T |
| 10. F | 30. T |
| 11. F | 31. T |
| 12. F | 32. T |
| 13. T | 33. T |
| 14. F | 34. T |
| 15. T | 35. T |
| 16. T | 36. T |
| 17. T | 37. T |
| 18. T | 38. T |
| 19. T | 39. T |
| 20. F | 40. T |