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**Making Crucial Decisions Simple for Auto Dealerships
facing Industry-wide Challenges**

By Promat Inc

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Introduction

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Promat Solution

A Durable, Brand-able and Web-Friendly Floor-mat Designed to Empower Dealer Professionalism that Builds Profit...

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Introduction:



Auto Dealerships are not an endangered species as those unprepared for change may claim. While the economic storm of recent years has forced restructuring of the tradition of distribution and sales, lucid Auto Dealership Managers find success by remaining focused on tried and true business fundamentals including brand management, quality control, customer service and public relations. The Auto

Dealership's challenge to establish a competitive edge during current market fluctuations can be simplified directly by relying upon products that contain costs by keeping services in-house and innovating with a basic product or function to add value to the dealership product or identity.

A simple solution begins by identifying a problem, gathering relevant information, and generating options. The dealer who is mindful of quality his various employees, vendors and customers can see is also capable of finding various paths through which these values will reach from oneself to all. One will also be directly aware of the obstacles and interference which will keep this from happening, like a constant vigilance for professionalism and the quality outcomes it requires. The complexity of a dealership operation is an appropriate place to cultivate simple solutions which can establish persistent and sustainable growth during unstable times.

Mindfulness of cost and value are the leadership guideposts which provide relevant information and options to evaluate in order to make the decisions required by staff and consumer for an emerging business and opportunity. It is no less true how your customer acts and feels at closing than it is for the staff during service and management of the assets we bring to market by ensuring quality and adding value to the most basic of products or services. The recurrent outcome of everyone giving first attention to quality and value is a customer who takes pride in sharing how well he has been treated by your dealership and his continued return with the feeling of trust and satisfaction in you and your services. Setting the tone for excellence from the top manifests a business practice which ultimately convinces shoppers to buy now, report later, and return for more.





As contagious as excellence can be, its persistence is effectively thwarted by notions of “the cheapest” or “the best”. This is especially true for elements that involve service staff and the equipment they employ to complete their duties.

Listening to the challenges of the hands-on service staff is a key source of innovation for the entire enterprise process. The rising bottom line importance of pre-owned vehicle sales

and service makes quality attention to the experience of those who prepare these vehicles more crucial than ever. Excellence is defined by being ‘affordable’ and ‘at your best’.

As overall cost-saving measures encroach upon previously reasonable vehicle preparation procedures, these personnel must assume responsibilities formerly outsourced to detail vendors. In-house detailing procedures offer a new opportunity for integrative marketing to be employed. Previously entrusted to reliable detail vendors who’ve fallen prey to the cost cutting priorities of the bottom line, high quality detailing now requires integrative procedures and products to assist service staff in achieving your expectations. The prospect that the profitability of auto dealerships will depend increasingly upon used vehicle sales and service drives the importance of in-house detailing to the forefront of business priorities.

An integrative solution to your auto detailing procedure comprehends how this process governs the role of the pre-owned vehicle in the overall operation of the dealership.

From dealer purchase through the stages of preparation necessary to bring your buyer back for more, your detail process assures this buyer is well persuaded and remains proud of his purchase decision.

As time is of the essence, positive buyer impact is crucial to assuring that your used vehicle sales achieve their revenue generating potential.

**WHY PLACE
YOUR BRAND
HERE?**

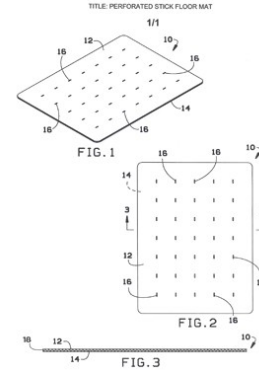


Problem Statement

Successful Auto Dealerships must establish a spirit of professionalism and consumer preference capable of persistent, sustainable growth in current economic and market volatility.

An industry –wide cost saving shift to in-house detailing puts competitive advantage in the hands of dealers who grasp the synergy of operational and promotional benefits to establish relations with web-savvy and quality-demanding buyers.

Dealers without the insight and will to build this professionalism in operations and customer service cannot extend this quality to branding excellence for internet presence and word-of-mouth reputation.



Previous Options

Dealerships no longer benefit from manufacturer subsidies or consumer financing and disposable income that justified emphasis upon high sales volume and mass appeal to build profit.

The operational bottom line may have always been based on pre-owned vehicle sales and service, which is now truer than ever. In addition, the cost cutting mandates have made the specialty vendors who prepared these vehicles unaffordable, making in-house detailing techniques a prominent feature of the emerging business model.

The Promat Solution

How to Promote Profit and Professionalism:

- Use a Durable, Brand-able and Web-Friendly Carpet Protector designed to show how a detailed auto interior should look.
- Demonstrate dealer professionalism with the quality of your Brand.
- Secure Brand Impact and Customer Relations required to successfully compete in the emerging auto market.
- Make it useful under all circumstances – the Promat is functional From 40 degrees below zero to 200 degrees F, or the temperature of boiling water.



Benefit 1: Profit

- Cuts \$15-\$50/car from the budget requirement of in-house detailing, while inspiring vendor quality outcomes.
- Generates revenue as a billable value-add during interdepartmental servicing.
- Install your carpet protection in a third of the time that it takes to install roll-off.
- Add value to your dealership by Certifying your Brand of quality using your logo to finalize the detailing process and ensure servicing standards.

- **Benefit 2: Promotion**

- Assures high-impact positive first impression for web and retail customers, as they review your interiors online. They publish to the same medium you are!
- Certify your detailing with your stamp of approval! By making a commitment to Branding your detailed cars you ensure service professionalism.
- Raised the bar! Sharpen your focus! Increase your customer awareness of product and dealer qualities and performance.
- Optimal placement of your brand/identity for enhanced customer/sales impact and enhanced Brand visibility and memory.
- Sets the sales stage for your buyers/sellers experience.
- Branding succeeds because it has a life of its own that allows the Dealership to stand out by exceeding expectations and building upon the stellar reputations they deserve. We'll help you earn the reputation you deserve!

Benefit 3: Professionalism

- Durability, design qualities of the floor-mat including quality brand reproductions protected by a clear coat finish lasting up to 120 days under normal use.
- Enhanced utility features for convenient handling that assure the speed and efficiency of your in-house detailing procedures. Ventilated with Peel & Stick backing for initial time saving photo friendly placement on freshly washed carpet and customer ready high quality adhesive backing for final placement when drying is complete.
- Match or enhance your quality of professionalism, or illuminate and expose to challenge its insufficiencies. Designed to inspire and broadcast your allegiance to excellence.

Implementation



PROMAT is offering a product designed to be the linch-pin in a new profit margin scheme by cutting costs while allowing for the same vendor quality standards by using an in-house solution to finalize your auto interior detailing solution. Additionally, by branding this persistently reliable and high quality product with your own corporate identity you will have a new touch point for your clients review speaking to the quality and value of your dealership and its products and services.



Removing unsightly and untidy paper mats from your vehicles during photo shoots and sales presentations alone will improve your brand impact upon your clients with a feeling of cleanliness, safety and security, as they get into the car for a test drive, or have an introduction to the look and feel of the car.

Avoiding a sale proof vehicle by using standard practices to air dry a freshly shampooed carpet and using a vented carpet protector can be accomplished quickly and easily, without a return trip to the detailing bay by placing a PROMAT Professional Grade Vented Vinyl Carpet Protector down with the die cut adhesive backing intact. The car is photo ready and the carpet is protected and ready for the lot or showroom floor. When the carpet is dry, the die cut backing can be removed using the Peel & Stick Techniques described on www.2promat.com one segment at a time, allowing for a professional uniform presentation every time.

Ordering the PROMAT product line can be accomplished by anyone familiar with e-commerce at the easy to navigate and operate website www.2promat.com without registration or fuss of any kind. Simply navigate to the order page and choose from the several options there, including Custom Branded PROMATS, Die_Cut Front/Back installations (a single mat solution that can be separated into a front and back seat installations), or a sample of each. Any payment solution can be used, and in the case of Custom Branded PROMATS, you will be rerouted to provide your logo by submitting an upload to the PROMAT Team for imprint upon your PROMAT Professional Grade Vented Vinyl Carpet Protectors. (Please allow 3-4 weeks for initial delivery.)

The PROMAT product line is also available through your local Dr. Vinyl Vendor's as a part of the VIPER Product Line, and from Auction Houses near you. Auction Houses enjoy a deep discount as leaders in the Auto Detailing Industry in order to ensure that PROMAT becomes the www.2promat.com New Industry Standard for Auto Detailing across the country. A lower-than-wholesale cost-savings for Auction Houses allows you, on the front lines to see the PROMAT in action before committing to an inventory of your own.





While this is an in-house service opportunity and value adding product line and procedure for your Dealership, you can also continue to use your vendors to install the PROMAT product line, but with your Brand upon the high quality and Professional Grade Vented Vinyl Carpet Protector, your servicing agency will not be able to overlook the challenge of excellence represented by your corporate identity and high quality impact as they finish your car and put your stamp of approval on the finished auto interior detailing process.

Summary

Contact the PROMAT team today to arrange for a consultation to become a PROMAT distributor, vendor or user. Regardless of your resale quantities, we want to talk to you about the PROMAT opportunity!

You can reach us online at www.2promat.com using the Contact Us page, or by writing or calling PROMAT Inc, PO Box 743, Stillwater MN 55082, Tel: 612-562-2543

You may also email Steve Step, Director PROMAT Inc at: steve@2promat.com

Links and Resources

[Auction House Distributorships](#)

[Send us your Logo](#)

[Product Warranty and Limitations](#)