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*"We will beat any deal"*

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# **ATTENTION: General Managers, Service Managers Parts Managers**

**Subject: 5 to 1 Guarantee**

3.2.1 Automotive Mailing Services' Groundbreaking Fixed Operations 5 to 1 ROI Guarantee

3.2.1 Automotive Mailing Services announces their 5 to 1 ROI money back guarantee on the service checkbook program. 3.2.1 will guarantee that if a dealer service department orders the checkbook program, they will bring in a gross income that is five times their original investment. It is simple, spend \$6,000 and get a return of \$30,000 within 180 days. For the guarantee to apply, you must mail your database or to recipients that are within a five mile radius of your dealership.

The 3.2.1 Automotive Mailings Services service checkbook is the number one customer retention tool in America. It consists of a full-color, 12 coupon checkbook in a transparent vinyl checkbook cover. This book is mailed along with a cover letter explaining its benefits, in a factory-looking, double-window envelope. The checkbook program lasts 18 months and follows the general maintenance of the average consumer's vehicle. By appearing to be a manufacturer program with offers comparable (or even better than national franchise service companies), the checkbook helps dealer service departments re-gain lost customers.

With the decline of auto sales due to the current recession, dealers need to find consistent ways to increase revenue. Also, if drivers are not buying new vehicles, that means they are keeping what they currently drive. Those vehicles need to be maintained. The service checkbook program can be a valuable tool for the auto dealer and a valuable money saving resource for the consumer.

3.2.1 Automotive Mailing Services is a subsidiary of 3.2.1 Consultants. 3.2.1 Automotive Mailing Services is the direct marketing branch of 3.2.1 Consultants. Both companies are headed by Clayton R. Perry, Sr. Mr. Perry is an Automotive Management and Sales Consultant experienced in the development of automotive sales and leasing programs designed to increase staff productivity while achieving sales and profit targets identified by owners of automobile dealerships nationwide.

Sincerely,

A handwritten signature in black ink that reads "Clayton Perry". The signature is written in a cursive, flowing style.

Clayton Perry,  
Owner  
3.2.1 Automotive Mailing Services

**Direct Dial 704-231-4809**  
**[www.abcmailingservices.com](http://www.abcmailingservices.com)**