



***Commit to Selling!
Are You Growing Business in Your
Own Backyard?***

Presented by Ken Lucci of Driving Your Income

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Format for the Session:

- This is a workshop, not a SPEECH (dialogue, not a monologue)
- Interactive, informative, and informal, please
- Call me out/ask me questions (please raise your hands)
- Wrap-up—if we have time will include Q&A

Why Are We Here:

- The economy is excellent and **we ALL must grow our businesses**
- Statistically, every business loses 10% of their clients annually
- **A Rising Tide Will Lift All Boats**

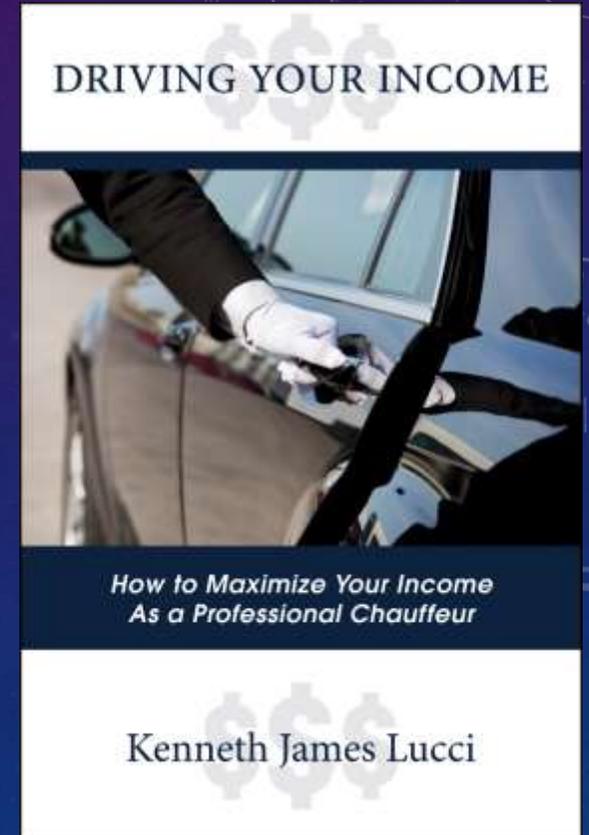
My name is Ken Lucci from DrivingYourIncome.com & DrivingTransactions.com

- Business analyst/consultant – Strategic planning, performance training, merger-and-acquisition advisory services
- Ongoing customer service/hospitality trainer for the New York Yankees
- Transportation consultant for AT&T, sponsor of the Presidential conventions
- Started, grew, and SOLD four multi-million dollar businesses in security, medical electronics, chauffeured transportation, and hospitality
- Founder of Ambassador Limousine & Sedan in Tampa, Florida- **\$1M first year**

*Grew to top 8% nationally in revenue, grew to **\$5M annually***

- Graduate of the Ritz-Carlton Executive Leadership Center & Disney Institute

Author of Amazon / New York Times BEST (ONLY) Chauffeur Training Book



GOALS AND OBJECTIVES:

- 1) Be thought-provoking, get minds flowing w/ ideas & positive possibilities
- 2) To challenge you, to think about new concepts for growing your business.
- 3) See that growing your business can be easy, inexpensive & fun.
- 4) Convince you Uber/Lyft don't matter, grow because of them.
- 5) Convey that everyone here MUST:
 - A) Profitably grow our businesses.
 - B) Increase the use of professional chauffeured transportation.
 - C) Help each other succeed (*remember: a rising tide lifts all boats*).
 - D) Respect each other while competing (*Like MLB team owners*).

THE ***"GOLDEN NUGGET"*** THEORY OF LISTENING AT THESE EVENTS:

Speakers want to provide this much actionable information—and it's here!!!!



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The average person can only retain:



Don't stress out trying to write everything down:

- Note the “golden nuggets” that are important to you and call me or email me for more details
- You can also request a copy of this presentation (email me and I will send it as a pdf)
- I will provide a 30-minute complimentary phone session for anyone who is in attendance

I LOVE MY JOB BUT.....

BIGGEST FRUSTRATION WITH BUSINESSES I VISIT

- #1. Operators & staff unwilling or unable to CHANGE WHAT THEY DO
(I actually walk away from #1)
- #2. Negative on our industry & their own businesses (*UBER Factor*)
(This can be easily addressed)
- #3. Not growing: growing revenue >10% ANNUALLY is too hard or too expensive.
(If they are WILLING TO COMMIT, this is no problem)

NEGATIVE ON THE INDUSTRY & THEIR BUSINESSES (UBER FACTOR)

Before the UBER Factor:

<8% of the adult population in the USA used chauffeured transportation regularly (at least 6 times a year)

Less than 8% of the TOTAL POPULATION = 15.6 MILLION people

(78% was corporate and 36% was in tristate area of NY/NJ/CT)

<11% of the adult population in the USA used Taxis (regularly 12 times a year)

Less than 11% OF THE TOTAL POPULATION = 21.6 MILLION people

(>80% used taxis in just five urban centers in the US)

21 years and over

196,899,193

70.0

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POST INTRODUCTION OF UBER:

21 years and over

196,899,193

70.0

Today 36% to 42% of the adult population use TNCs/rideshare service (at least 12 times a year)

That's 71 MILLION PROSPECTS to educate on our SAFER Guaranteed RELIABLE Alternative.

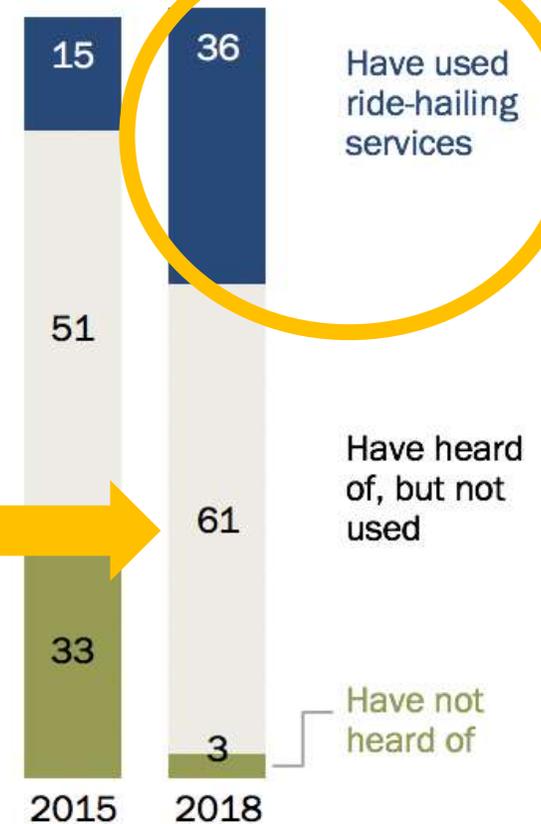
AND another 61% or 120 MILLION PROSPECTS who know about and DON'T USE THEM- AT ALL!

“THANK YOU UBER” FOR BECOMING OUR **“FOIL”**

AND EXPOSING MORE PEOPLE TO THE PASSENGER TRANSPORTATION INDUSTRY

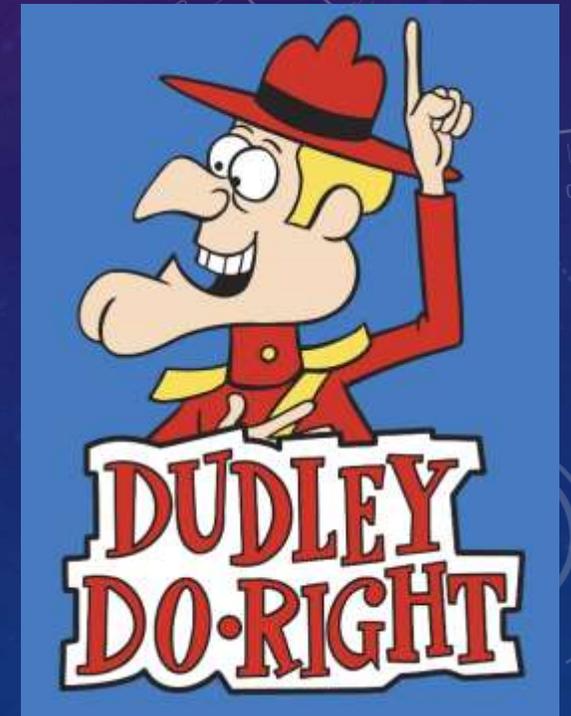
Share of Americans who have used ride-hailing services has more than doubled since 2015

% of U.S. adults who say they ___ ride-hailing services like Uber or Lyft



WHAT IS A FOIL?

- They are the VILLIAN to our protagonist (HERO)
- In the struggle for GOOD versus EVIL, they are EVIL
- They are the bad guys and we are the good guys
- We are CLEAN; they are DIRTY



UBER = URBAN TO URBAN AND SHORT TRIPS.

PRIVATE SERVICE= AFFLUENT SUBURBAN TO AIRPORT AND URBAN
OUR MARKET IS 45 MINUTES PLUS FROM THE AIRPORT

Varies by location, but an average trip is considered to be about 6 miles in US.



THEY THINK GROWING REVENUE IS TOO HARD OR TOO EXPENSIVE.
IT IS **NOT**—IT JUST REQUIRES A CONTINUOUS COMMITMENT

Continuous Promoting – This creates suspects, creates brand impressions (remember your brand).

Continuous Communication – With prospects/customers - build your brand, promotes our capability.

Continuous Marketing – Directly promotes specific services to specific prospects.

Actual Selling VALUE and not just quoting a PRICE

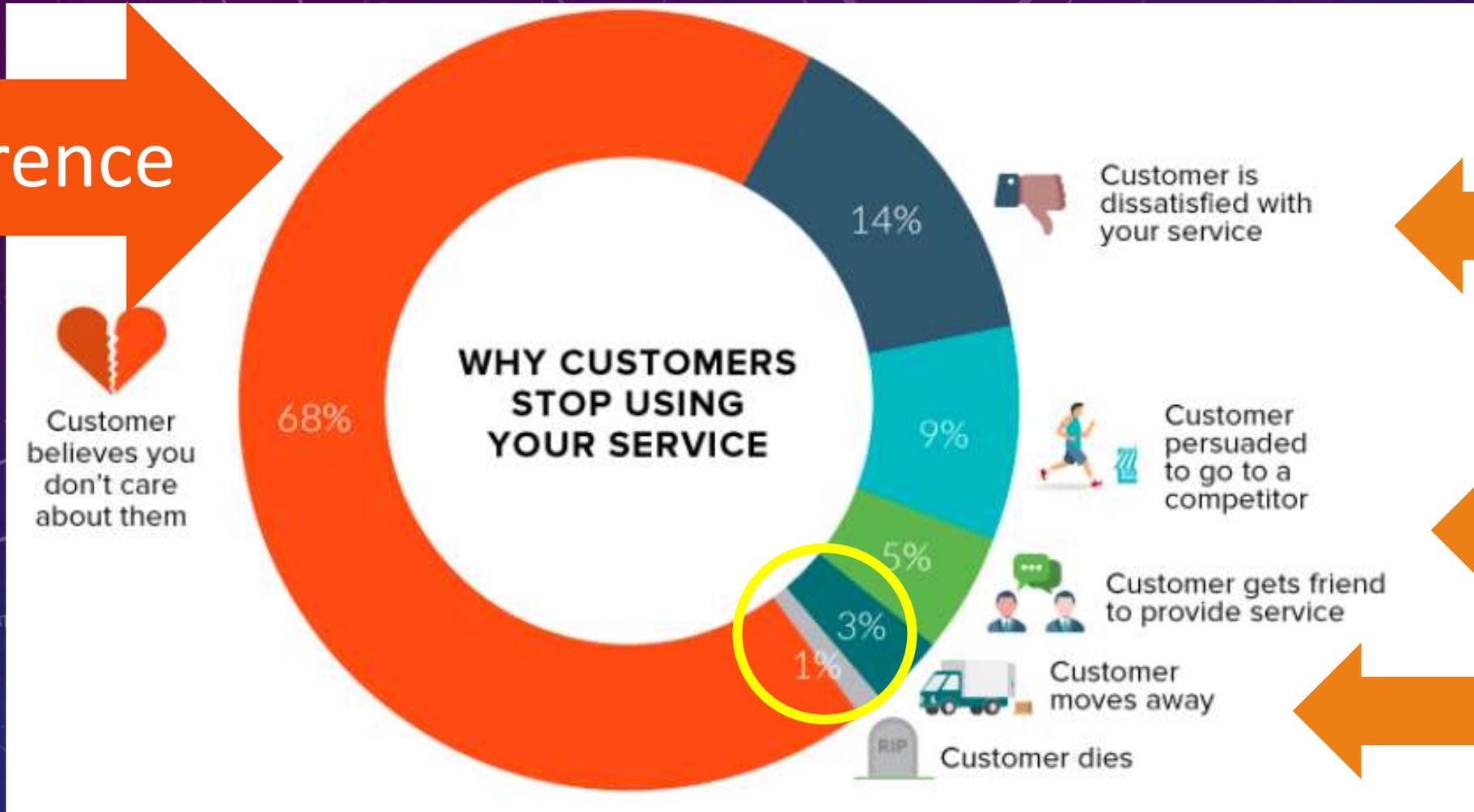
Directly Asks potential customers “DO YOU WANT TO BUY”

“Can I earn your Business today?”

“IF NOT WHY NOT?”—have tangible answers

WHY DO WE HAVE TO GROW REVENUE AND SELL MORE?

Indifference



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Indifference & lack of differentiation kills more companies than any competitor!

BEST REASONS TO GROW REVENUE AND SALES!

The BEST WAY TO ADD VALUE TO YOUR COMPANY is to :

1. Grow revenue continuously
 2. Create a marketing and sales machine
-

If you call my company to help you sell your business OR to help you buy another, it is 3x times easier when you are growing and profitable:

- **Business valuations are LOW as snail snot when annual revenue is shrinking**
- **Banks don't want to lend to buy businesses that are not growing**
- **Other operators don't want to pay a premium for shrinking revenue**

THIS WORKSHOP IS BASED ON ONE FUNDAMENTAL BUSINESS TRUTH:

“It is MUCH easier to figure out how to sell ONE client MORE stuff...

Than it is to keep finding MORE and MORE customers to BUY just one time.”

LET'S DISPEL ALL THE MYTHS

Myth #1: Promoting, marketing, and selling costs lots of money!

NO, IT DOESN'T

Myth #2: Promoting, marketing, and selling is HARD WORK!

NO, IT ISN'T

Myth #3: But I am not a salesperson, I have no salespeople!

YES, YOU ARE AND YES YOU DO (DAMN IT)

Myth #4: But I am not a marketing person, I have no marketing people!

YES, YOU ARE, and YES YOU DO (DAMN IT)

Myth #5: I have no prospects to buy my stuff—I can't find them?

YES, YOU DO AND YES YOU CAN (DAMN IT)

Myth #6: I have no budget and I can't find the time

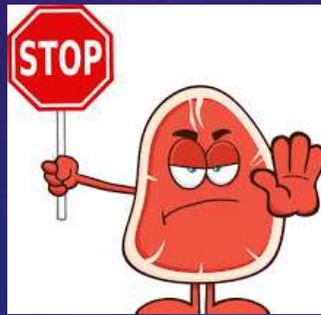
YES, YOU DO AND YES YOU CAN (DAMN IT)

LET'S UNDERSTAND OUR MARKETING AND SALE COST EQUATIONS

#1. Equation - Initial Cost to Acquire a Customer:

Example: SEO keywords/paid ads- \$1000 a month on Google
Creates 10 Airport Transfers – what is my cost of sale?

\$1000/10= \$100 a ride



If after ONE TRIP we stop marketing and selling:
The initial cost to acquire will always stay \$100 a sale and only go down...

- If they stumble on to us again
- IF they remember who we were
- IF they even kept our number

HOW DO WE LOWER THE INITIAL ACQUISITION COST OF CAPTURING A NEW CUSTOMER?

HOW DO WE LOWER THE INITIAL ACQUISITION COST OF CAPTURING A NEW CUSTOMER?

1. Find cheaper METHODS of creating that FIRST RIDE
2. Once you have a new customer SELL THEM MORE SERVICES to bring the cost of acquiring a new customer down—FAST (DO BOTH)

Sales from a Google ad—\$100 is too high if ads are your only source
UNLESS you keep marketing and selling more stuff



Initial
Cost of
Acquisition

SALES & MARKETING # 2 EQUATION: TOTAL CUSTOMER VALUE

Example: Corporate prospect if first sale is one airport transfer

(derived from a Google Ad \$100 cost for that sale= WAY TOO HIGH)

How do we let them know:

- Our total fleet capability
- Group, meeting & conference transportation
- Night out / sporting event transportation
- We do employee excursions and outings
- We provide global transportation in 500 cities
- We offer discount for employee private transportation
- Let every employee KNOW we do social events, weddings, wine tours, etc.

What is our internal process to inform EVERY NEW CUSTOMER We ACQUIRE?

What is our internal process to inform every Existing Passenger in your reservation software?

CALCULATING THE TOTAL VALUE OF A NEW CUSTOMER (BY TYPE)

Individual/retail/social prospect if initial sale is one airport transfer

(derived from a Google Ad \$100 cost for that sale)

How do we let them know:

- Our total fleet capability
- We provide corporate transportation services
- Night out/sporting event transportation
- We provide wine tours, brew tours, excursions
- We provide global transportation in 500 cities
- We provide transportation for all life events, weddings, family outings, etc.

**BTW- if our first sale is their wedding,
SELL THEM MORE STUFF!!!!**

**FACT – most couples do not DIE
on their wedding day**

SELL EXCURSIONS, EXPERIENCES

What is our Internal process to inform EVERY NEW CUSTOMER we ACQUIRE and let every EXISTING CUSTOMER know everything we do?

HOW TO INCREASE/ MAXIMIZE TOTAL CUSTOMER VALUE

Create a continuous marketing & sale PROCESS

OUR TYPICAL PROCESS NOW

Initial
Inquiry

FIRST
Reservation
=1st SALE

Give a Price

Create 1 Reservation
Sell 1 RIDE

Don't
STOP
HERE

1. Capture DATA in segmented databases (even on simple inquiries).
2. Group Customer by type- corporate, retail/social, associations etc.
3. Assess future service use opportunities (on initial call)
4. Communicate our capability and use opportunities (right after call)
5. Continuously e-outreach with tailored and specific offers
6. Periodic personal outreach "how can we serve you again?"
7. Send tailored gift certificates in "new customer onboarding kit"

PROSPECTS, NEW CUSTOMER/ EXISTING CLIENT APPRECIATION

“GIFT CERTIFICATES”

Send new customers an “onboarding kit” (*different ones per type customer*)

Provided to new customers who book their first ride and/or in exchange for prospect contact data (email).

Provides in ONE electronic package:

- Complete fleet capability
- All services we provide
- Gives them “sale primer” gift certificates to use your services (even make them transferable):

Buy 5 Round Trips get one transfer 50% OFF a “\$50 value”

Offer \$50 OFF an SUV transfer or night out packages

Offer \$100 off wine tasting night out in a high top van for four couples

Offer \$80 off Saturday brew tasting in a high-top van (8-plus people)

Offer \$100 off or free hour for limousine night out packages

Offer \$500 OFF an overnight weekend group excursion in a motorcoach)

Corporate Offer \$500 OFF a 20+ employee engagement excursion

(opts them IN to receive future email offers!)

Goal is to capture data, let them know what we do and let them receive perceived value

KNOW WHO DOES THIS VERY WELL?

See omaha steak coupons

Sponsored ⓘ



The Classic Christmas Gift...

\$49.99

Omaha Steaks

Special offer



Omaha's Best Sampler from...

\$69.99

Omaha Steaks

Special offer



The Best Seller from Omaha...

\$125.00

Omaha Steaks

Special offer



The Bountiful Gourmet from...

\$79.99

Omaha Steaks

Special offer



Spectacular Value Combo...

\$59.99

Omaha Steaks

Special offer



Same Customer Annual Spend UP 36%

Made them Transferable New Customers Enrollments Up 32% Annually

KNOW WHO ELSE DOES THIS VERY WELL?

Booking.com

The World's #1 Choice for Booking Accommodations



Early 2020 Deals

New Year's resolution to travel more? Start now with 20% off Jan. 1–Mar. 31

[View deals](#)

When they send deals
to frequent users they
average an 7% to 9%
BUY Rate

IF WE DON'T HAVE A DEFINED MARKETING & SALES PROCESS

OUR TYPICAL PROCESS NOW

Initial
Inquiry

FIRST
Reservation
=1st SALE

Give a Price

Create 1 Reservation
Sell 1 RIDE

IF WE
STOP
HERE



HOPING FOR MORE TRIPS IS NOT A SALES STRATEGY

HOW TO INCREASE/ MAXIMIZE TOTAL CUSTOMER VALUE

Create a continuous marketing & sales PROCESS

OUR TYPICAL PROCESS NOW

Initial Inquiry

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More DATA = MORE

Don't
STOP
HERE



SEMI OR FULLY AUTOMATED PROCESS—DATABASE MARKETING

ELECTRONIC OUTREACH -Periodically export customer list from Reservation Software in to EXCEL

Reservations Software
Export Customer Data/
Email, Sort by Client type

Import in to Email Program
Like Mail Chimp,
Constant Contact

Import lists from
call in prospect lists
networking group lists
and your datamining

Email
Fleet Capability
Sheet

Email
Special Offers

Email
Opt In Forms

OPT IN

FULLY AUTOMATE THE PROCESS
with a
Complete CRM/Sales Software



Automated
Customer
Engagement

LOVE THIS PLAN BUT..
(Not quick or easy
solution)

WHAT IF WE COULD START WITH A SIMPLE PLAN YOU CAN IMPLEMENT IN 30 TO 45 DAYS WITH RELATIVELY NO UPFRONT COST?

Step #1 Commit RIGHT NOW to killing off your reservationists!!!!

Reservationists as a profession are like live telephone operators (411) (they are becoming extinct)

FACT: There are fewer than 14,000 “phone operators” today vs. >260,000 in 1990

Step #2 Replace Reservationist Position w/ “Data Intake” / Inside Sales Specialists

- A. Accurate reservations / manifests (data input to res. System)**
- B. Collect and STORE prospect data on every single inquiry**
- c. Assess future opportunities on every call**
- D. Present information and offers on every call**
- E. Proactive electronic and phone outreach 25% of the time**

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**FACT: THERE ARE FEWER THAN 14,000 “PHONE OPERATORS” TODAY
vs. >260,000 in 1990 ?**

How did that even HAPPEN?

Permanent technology SHIFT

1. Internet
2. Google
3. Smartphone

Dependence on labor down 95%

Did You KNOW...

< 20% of Jet Blue reservations are by PHONE

(NONE OF THEIR BUNDLED VACATIONS BY Phone)

< 15% of hotel single-room reservations are by PHONE*

35% by mobile site/app

50% by aggregator site and hotel brand booking site

Restaurant “digital ordering” has grown 500% since 2014

“45% of consumers say that offering mobile ordering, special offers or loyalty programs encourage them to use online ordering more often”

Why in OUR Industry are >80% of reservations are still taken by phone call?

STEPS TO START KILLING OFF YOUR RESERVATIONISTS!!!!

1. Massively improve booking technology:

- Website: 24-Hour CHAT module
- Website: Quoting tool (with a back-end dashboard)
- Website: EZ Enroll New Customer Tool, create personal or corporate profile and build routine trips (H2A,A2H, W2A,A2W, W2H, H2W)

CREATE an intuitive trip builder module by mile\$ or by radius – using WAZE or Google Traffic.

EZ Mobile APP. (most are very poor-non-Uber EZ)

Reservation intake / reservation booking BY:

- EZ Email secure form
- Email prose
- TEXT APP. – “H2A, A2H, here is my flight etc.”

CORPORATE CLIENT COMPUTER PORTAL– All aspects of trip booking, tracking and admin (print receipts-how novel)

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2. Tell EVERY CUSTOMER ABOUT THE TECHNOLOGY Continuously:

- When they call-in “Did you know... routine trips...”
- On all confirmations “You could have booked online”
- On website “We have the best technology”
- On social media “VIP customer profile module”
- On outreach emails

NEW CUSTOMERS offer a discounted price when they book electronically:

- \$3 to \$5 discount on every trip
- Create 3rd tier* corporate pricing (call in reservations Cost an \$8 premium)

An average call-in airport round trip takes 5 to 8 minutes with a “reservationist” on the phone and another 2 to 4 minutes off the phone work

“MOVE THE NEEDLE” ON RESERVATIONS INTAKE PROCESS / LABOR

Goal for 2020 20% of your reservations intake non-phone (i.e., 1000 reservations/200 by other means than phone)

Create simple video tutorials on your technology (using a smartphone):

Send by EMAIL to customers

*“You are a good candidate for this
It will save you \$3 a trip”*

Create email specification sheet w/instructions about technology:

Send by EMAIL to customers

*“You are a good candidate for this
It will save you \$3 a trip”*

Create an “OUR TECHNOLOGY” page on your website:

Sign up: SAVE Time and MONEY

Let’s CHAT about this!

Let’s SET-UP A CALL!

Frequent individual guests or corporate passengers

(Top 100 as a VIP amenity):

“Text2Ride Concierge Service”

H2A, A2H, 4H Night Out-6pm start
(ZIPWHIP)

Corporate customers with MSA :

*“Technology lunch and learn
for all bookers, executive
assistants and meeting planners”*

“CLIENT DASHBOARD/PORTAL”

Reservations, status tracking,

ALL ADMIN functions

E-Manifest Tool

Make your technology part of all new sales presentations:

(GPS on your cars is not tech)

Electronic Reservations Price A

Phone-In Reservations Price B

TRANSITION FROM RESERVATIONS TO DATA INTAKE & INSIDE SALES

1. **MUST SAVE 20% PLUS** of existing Reservationists “Demand TIME” by using Technology tools to boost
2. **Must create two types of time** for this “new” position– “Demand” and “Task” time
“Demand” time is the phone ringing for a reservation.
“Task Time” is responding to electronic bookings that come in other means
“Task Time” is also performing their “Daily Marketing and Sales Agenda”

WE NEED THIS TIME FOR Marketing and Sales Activity

What if we can't save 20% of phone reservations time?

Other Options include Staggering shifts or Hours and use first 2 hours or last 2 hours of shift for “Tasks” like:
their “Individual Call Opportunity Objectives”
their “Daily Marketing and Sales Agenda”

“Individual Call Opportunity Objectives”

1. Capture DATA in segmented databases (even on simple inquiries).
2. Group customer by type: Corporate, retail/social, associations etc.
3. Assess future service use opportunities (on initial call)
4. Communicate our capability and use opportunities (right after call)
5. Continuously e-outreach with tailored and specific offers
6. Perform personal outreach “How can we serve you again?”
7. Send tailored GIFT certificates in “new customer onboarding kit”

“Individual Call Opportunity Objectives”

1. Capture DATA in segmented databases on every call (even on inquiries).
2. Group customer by type: corporate, retail/social, associations, etc.
 - Can be per agent Excel Sheets by customer type
 - Or use a quoting tool: tracks all quotes and automatically creates segmented database silos-corporate, retail, prospects, etc.

 - THEN can interface or export to Mail Chimp email program
 - THEN can interface or export to a CRM for automatic customer engagement.

“Individual Call Opportunity Objectives”

3. Assess future service use opportunities (ON INITIAL CALL)

What other service are they candidates for? (Note in Excel or quote tool)

“Since we are transporting you to and from the local airport?”

“Would you be interested in receiving information on our global service network?”

(Have Canned Emails READY with Attachments)

4. Communicate our capability and use opportunities (right after call)

“After we hang up, you will receive a confirmation email for this trip and I would also like to send you a New Customer Onboarding Kit with information on everything we do and Gift Certificates on our other services, WOULD THAT BE OK?”

(Have Canned Emails READY with Attachments)

“Individual Call Opportunity Objectives”

5. Continuously E-Outreach with tailored and specific offers

- Give sales staff their reservation report by agent from prior month
- Manual email offers/information by customer type (create once, keep sending)
- Or import your Excel sheet in to mail chimp for mass offer sends
- Or import your Excel sheet in to a CRM (after opt in) for automated offers

6. Perform personal outreach *“how may we serve you again?”*

- A. Give sales staff their reservation report by agent from prior month(s)
- B. To send email or call *“have any transportation needs coming up”*
- C. *“May I send you information on...” “Thought you may like”*

“Individual Call Opportunity Objectives”

7. Send tailored gift certificates in “New Customer Onboarding Kit”

“Existing Customer Appreciation Kit”

- Script this Correctly and you will get real email addresses on 80%+
- The more you GIVE the more the certificates will be valued and used
- Consider several “kits”
 - A. Corporate: total capability
 - b. Private use discount kits (for corporate employees)
 - C. Experience/excursion kits
 - D. Wedding kits with passenger link and bachelor/bachelorette gift certificates

CREATING A CONTINUOUS MARKETING AND SALES PROCESS

OUR TYPICAL PROCESS NOW

Initial
Inquiry

FIRST
Reservation
=1st SALE

Give a Price

Create 1 Reservation
Sell 1 RIDE

Don't
STOP
HERE

1. Capture prospect data and create a marketing database
2. By customer type: corporate, retail/social, associations etc.
3. Think about what other services they may need or like
4. Send an email about capability and those use opportunities
5. Send emails from last month reservation reports with an offer
6. Periodic personal call to say we care: *"do you need anything"*.
7. Send tailored gift certificates in "new customer onboarding kit"

How automated and streamlined is up to YOU.

Simplest version takes two weeks to create and implement and 1 hour a day of "task time."

SEMI OR FULLY AUTOMATED PROCESS- DATABASE MARKETING

ELECTRONIC OUTREACH: Periodically export customer list from reservation software in to Excel

Reservations software
Export customer data/
email, sort by client type

Import in to email program
Like Mail Chimp,
Constant Contact

Email
Fleet Capability
Sheet

Email
Special Offers

Email
Opt In Forms

OPT IN

FULLY AUTOMATE THE PROCESS
With a
Complete CRM / Sales Software



Automated
Customer
Engagement

Import Lists from
Call In Prospect Lists
Networking Group Lists
And Your datamining

LOVE THIS PLAN BUT..
(Not quick or easy
solution)

CAN YOU DESIGN “INDIVIDUAL CALL OPPORTUNITY OBJECTIVES”?

1. Capture prospect data and create a marketing database
2. By customer type: corporate, retail/social, associations, etc.
3. Think about what other services they may need or like
4. Send an email about capability and those use opportunities
5. Send emails from last month reservation reports with an offer
6. Periodic personal call to say we care: *“Do you need anything?”*
7. Send tailored gift certificates in “new customer onboarding kit”

How automated and streamlined is up to YOU.

Simplest version takes two weeks to create and implement and 1 hour a day of “task time.”

CREATE A DAILY MARKETING AND SALES AGENDA

Create LinkedIn account “Transportation Specialist”—network and “mine” on LinkedIn

Set aside defined sales and marketing outbound “task” time for:

I. CALL, SEND, FOLLOW-UP PROGRAMS:

- A. ___ # of outreach calls to past customers. Defined as have not used us in past 13 months (by type)
- B. Same # of follow-up emails with a “come back to us offer”
- C. _____ # of outreach calls to “like companies.” We currently do business with many law firms, financial planners
- D. Same # of follow-up emails “corporate account on-boarding kit with electronic use certificates”
- E. _____ # of outreach calls to prospect groups you wish to target (e.g., large employers, etc.)
- F. Same # of “ONE TIME NEW CUSTOMER OFFERS”— book a round trip airport and the first transfer is 50% off

CREATE A DAILY MARKETING AND SALES AGENDA

II. Electronic Data Mining Activity: (Pick a Prospect Target)

Example:

Looking for group and meeting influencers and potential clients Google “mining”:

- Inside corporation meeting planners (Social Media, LinkedIn, Facebook Groups)
- MPI and other networking group lists
- Corporate meeting planning companies (“Google Mining”)
- CVB Updates on who is coming in to the city (in 6 months, in other cities)

(LinkedIn and Google “mine” the companies)

- a. Introduction call
- b. Offer email
- c. Add to your prospect list

DATA INTAKE AND INSIDE SALES SPECIALIST

Changed behavior from that of a “reservationist”:

Every Day Achieves “Individual Call Opportunity Objectives”

1. Every existing customer reservation call:

- a. Follow-up email about entire capability (right after the call)
- b. Periodic offers by group type (from Excel)
- b. 30 Day personal outreach *“How Did we do? Thank you and let me know how else I can assist you”*

2. Every prospective customer call:

- a. Data capture *(in exchange for Onboarding Kit with Gift Certificates by return email)*
- b. Data now on Excel by target type for future offers and emails

Create a Daily Marketing and Sales Agenda

I. CALL, SEND, FOLLOW-UP PROGRAMS

II. Electronic data mining activity : (Pick a Prospect Target)

5 a Day x 260 Days (only Monday-Friday) = 1300 Prospect by Year End

8 a Day x 260 Days (only Monday-Friday) = 2080 Prospects by Year End

YEAR END OF DEVELOPING A PROSPECT DATABASE:

Develop 8 Prospects a Day x 260 Days (only Monday-Friday) = **2080 Prospects by Year End**

EXAMPLE: Send them ONLY 4 Offer Emails to Buy More Services = 8320 emails x 10% BUY = **832 More Trips**

OK, KEN IS WHACKED. What if I am 50% WRONG = 8320 emails x 5% BUY = **416 MORE TRIPS**

What about prospecting to your existing customer list? Similar – CALL to say HI, SEND them an OFFER, PROGRAM

5,000 past passengers/customers (export in to Mail Chimp)

EXAMPLE: Send them ONLY 4 EMAILS to BUY MORE SERVICES = 20,000 emails x 10% BUY = **2000 More Trips**

OK, KEN IS WHACKED. WHAT IF I am 66% WRONG = 20,000 emails x 3% BUY = **600 More Trips**

If I am WHACKED = **1016 MORE TRIPS A YEAR**

QUESTIONS?

- **Can You get 10% to 20% of “vanilla” trips “NON-PHONE” by promoting technology??**
- **Can you create demand time and task time?**
- **Can you create use certificate kits**
- **Can you create an excel list or put everything in a quoting tool?**

- **Can you come up with 3-5 offers to send by email?**
 - Corporate accounts—want ideas (employee engagement excursions)**
 - Retail/social accounts —WANT IDEAS (experiences, tours, and tastings)**

TIPS TO TRANSFORM RESERVATIONS STAFF IN TO AN INSIDE SALES DEPARTMENT—DO THIS TODAY!!!!!!!!!!!!

- #1. Become proactive (religious) about capturing data
- #2. Create scripts for all services/with value proposition
- #3. Coach everyone, especially most tenured employees
(You know Louise who has been with you for 30 years? She's costing you \$1000s a month)
- #4. Measure all activity daily—inquiries/conversions
- #5. Set sales goals/rewards/track progress and start small
- #6. Create commissions for new customers and activating OLD
- #7. Mine your database—goal for outreach calling/emailing

COMMUNICATING YOUR VALUE / CREATING POSITIVE BRAND IMPRESSIONS

ABC Lesson #1: Always Be Creating Impressions:

Perfecting your “30-Second Commercials”

- 1) Ice-breaker
- 2) What you do, why we do it, why we are the best
- 3) Collect the data point/provide an initial offer (*25% card example*)

Who should know this within your organization? **Everyone!**

COMMUNICATING YOUR VALUE / CREATING POSITIVE BRAND IMPRESSIONS

Lesson #1: Always Be Creating Impressions:

B) 3 -Minute *“off the cuff”* tailored elevator speeches (*per service type*)

- 1) Ice breaker
- 2) Ask what they do
- 3) Tell what you do
- 4) How do they... (*Get to the airport now*)
- 5) Why you are better? I will prove it “let me email you a gift certificate to try us”
- 6) Collect the data point: exchange information/provide an initial offer

(How many already teach/train your chauffeurs on these two things?)

(How many pay chauffeur commission for bringing in business cards and new clients?)

(How many give Chauffeurs their own business cards?)

CREATING A COMMISSION PLAN FOR BUSINESS CARDS / NEW CUSTOMERS

Train Your Chauffeur Staff and Office Employees to Be Sales Force Multipliers

A. Prospect business cards are important data points to use for future promotions and offers:

1. Create target categories (*realtors, bankers, lawyers, financial planners*)
2. Create a monthly contest for who brings in the most cards (*20 min./ \$50, \$100, \$200*)

B) On specific new customer sales:

1. Know who you want to target
2. Calculate how much they are worth in annual revenue (retail example/corporate example)
3. Create a commission plan based on first year revenue 5% to 8%

10 ACTIONABLE ITEMS THAT COST \$0 TO IMPLEMENT

- 1) Capture data on all inbound calls – HOW? Welcome kit + OFFER by EMAIL with “new customer gift certificate”
- 2) Sell airport round trips as a discount package (10% to 15% off) (must be booked by email or online 7 day advance) .
- 3) Offer national / worldwide trips on ALL INBOUND calls! – “May we provide transportation at your final destination”.
- 4) Prospect for 20 new “like” customers in the neighborhoods where top 20 existing customers live -“400 invitation/offers.”
- 5) Develop a hit list of the top 100 prospects you want to target, commit to 4 hours a weeks to consistently market them.
- 6) Follow my ABC’s and commission chauffeurs and employees, 1 time\$ + 8% of annual revenue on new customers.
- 7) Create a contest for the most prospect business cards brought in (create target categories) \$250 a month total prizes.
- 8) Display parts of your fleet twice a month consistently - pick 3 charities, know all ultra luxury car people.
- 9) Market concerts, games, other mass exit events for group SUV or van pick ups and drop offs (use 90 minute pricing).
- 10) choose a CRM software and start growing a prospect database by category 20 prospects a week (1040 in 12 months).

DrivingYourIncome.com

Training / Consulting Services

Books/E-books: *Driving Your Income*

Being A Business Stand-Out (Sept)

Best Practice E-Books- Raking in Rave Reviews

On-Site Training Programs:

- Professional Chauffeur Training
- Service Excellence/Reservationist Training
- Driving Sales/Inside Sales Staff Training

Business Growth Executive Retreats:

- Multi-Day Intensive Executive Immersion Sessions on Branding, Sales, Market and Advanced Business Development.

By Retainer/Ongoing Consulting Services

- 11 Regional, 1 Global Network, 2 Large National Networks

DrivingTransactions.com

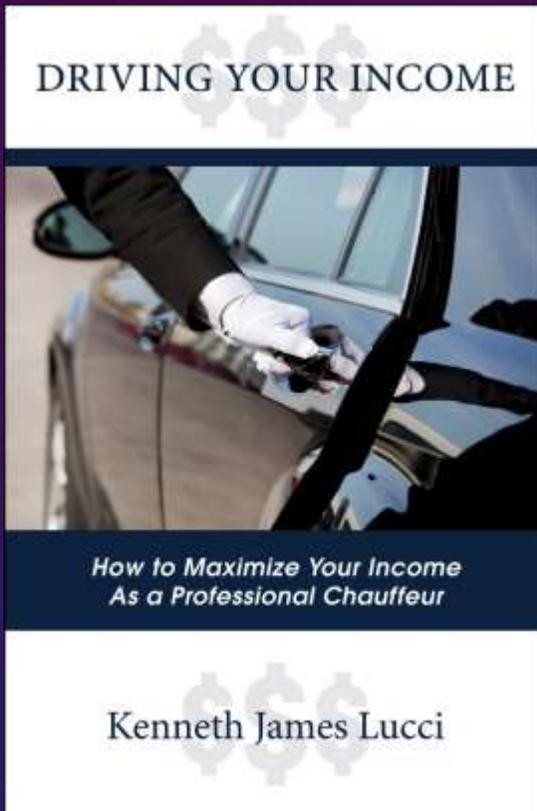
Merger & Acquisition

Advisory Services

- **Dedicated to Passenger Transportation Industry**
Black Car, Limousine, Shuttle, Coach, etc.
- **Team of Multi-Industry M&A Specialists**
CT Expert, Coach Expert, Transaction/Finance Experts
- **Tutorials & Referrals for Transactional Professionals**
M&A Lawyers, Fleet Financing, Private Equity Sources
- **Confidential “Blind” Listings of Companies for Sale**
22 Companies with Engagement Agreements
- **Consulting Agreements with Potential Buyers**
Providing Pre-Transaction Due Diligence & Other Services

On-Site Customized Chauffeur Training Programs and Workshops:

- Customized with company your protocols
- Customized Five Page Tutorial Hand Outs that include:
Staging, Performance, Communication and Service Expectations



Books Included for all Participants

Delivering "The Chauffeured Experience" Training Program Overview

Training Program Format & Duration

This training course is designed to be delivered live with a big screen although alternatively it can be an interactive webinar. The course is best presented in a 2.5-3 hour format using Power Point media with participant handouts including: Chauffeur Training Summary, Driving Assignments Checklist and the book "Driving Your Income" that chauffeurs return to reference with greater detail on how to improve performance and perfect their skills. Typical Duration of the Training Session is 90 to 120 Minutes with Q&A.

Design/Goals & Goals of the Session

The session is topical for the current market climate of chauffeured transportation and spells out the need to deliver services in more relevant and unique ways to combat both TNC's and less sophisticated competitors. The training details (1) why customers choose the level of transportation service and compares it to other consumer goods and services (2) what consumers routinely purchase. The presentation discusses both tangible and intangible elements customers expect in a memorable way that emphasizes why it is critically important to deliver a 5-Star Customer Service Experience as every driving assignment to succeed in this liberalized world.

The course is designed to open chauffeur minds to current market conditions and customer expectations and teach them new ways to look at where they fit in this unique consumer transaction. The goal of this training is to refine their customer service skills to deliver the type of experiences that today's customers want and expect to create new reviews and keep the right guests coming back to luxury chauffeured transportation services over and over for years to come.

Training Session Outline:

- Clarifies what business we are in and identifies today's consumer expectations.
- Identifies what Luxury Service Experiences are and what all Luxury Brands have in common.
- Spells out the important Tangible and Intangible Elements of delivering Luxury Service Experiences.
- Discusses the difference between what consumers expect and what customers choose.
- Clearly identifies how customers would perceive us to keep choosing chauffeured transportation services.
- Identifies how chauffeured transportation services can improve the "Luxury Service Experience Gap"
- Describes the foundational elements of how to deliver "The Chauffeured Experience"
- Identifies how Professional Chauffeurs describe themselves and the services they deliver.
- Defines professional chauffeurs in terms of appearance, manners and etiquette expectations.
- Teaches the new essential elements of being a Professional Chauffeur.
- Spells out the critical steps to Superior Service and how to deliver them.
- Describes proper vehicle staging, assignment preparation and appropriate behavior during trips.
- Outlines from beginning to end all the expectations of driving assignments (hand out overview).
- Identifies wrong ways and emphasizes right ways to deliver our luxury service experience.

Training Materials Provided to Each Participant:

- Tutorial: Proper Staging and Chauffeur Expectations- multi page hand out.
- Tutorial: Chauffeur Essentials Checklist staging and performance checklist
- Book-Driving Your Income "How to Maximize Your Income as a Professional Chauffeur"

The training session Delivering "The Chauffeured Experience" draws content from the recently published book "Driving Your Income" and goes quite steps further by diving in to why consumers choose chauffeured transportation over other options even if those options may be perceived by consumers as less expensive and perhaps even more convenient. The live in-person training is designed to teach new chauffeurs how to succeed in the liberalized world and more importantly sharpen the skills of even the most seasoned chauffeur on how to deliver real 5-star service by providing an exceptional customer service experience.

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Delivering "The Chauffeured Experience" Training Program Materials

Company / Network branded and fully customized with your standards, practices and performance expectations.

Available Customizable Training Program Hand Outs:

- Vehicle Staging Expectations (all reviews / fleet open)
- Chauffeur Driving and Performance Expectations.
- Service Standards, Protocols and Expectations.
- Driving Detail Staging and Performance Check Lists.
- Pocket Service Standards / Company Credit Cards.

Basic Course Testimonial:

Delivering "The Chauffeured Experience" Training Program and **Driving Your Income** books are a MUST for all operators interested about providing the 5 Star Service Experiences, while they grow their business in today's passenger transportation sector!"

CEO, Global Network/ 25 Million in Annual Revenue

The Best and Only "How To" book for the Professional Chauffeur!

DRIVING YOUR INCOME

How to Maximize Your Income As a Professional Chauffeur

Ken Lucci

Whether endorsed by a newcomer or veteran chauffeur with many years behind the wheel, this book teaches all the skills that will help professional chauffeurs and their companies succeed over both TNC's and less sophisticated competitors alike. Just as relevant for the national and global network companies as it is for small to medium size operators, this book focuses on how to deliver the "Chauffeured Experience" that every customer expects today.

"No business-change is inevitable, but for those who are prepared, decline is optional!"

Ken Lucci

Basic Course Testimonial:

"My employer Ken Lucci to provide training at our recent annual chauffeur meeting. He received great feedback and enthusiastic response from all who attended, even our most seasoned chauffeurs. My presentation, material and books are excellent and well suited for our industry!"

CEO, Large Regional Operator/ 55 Million Annual Sales



Assisting Buyers and Sellers Maximize Value and Minimize Transactional Risk

In-depth Company Assessments – Pre-Buy or Pre-Sale

Optimum Transaction Scenario Formulation

Identifying Qualified Buyers and Realistic Sellers

Positioning and Marketing Businesses for Sale

Complete Due Diligence Facilitation

Transaction Negotiation Assistance

Post Transaction Integration Planning

Business and Related Asset Valuations

Financial Performance Assessments

Facilitating/Advising Partnership Mergers

Confidential Vetting of Qualified Buyers

Operational K.P.I. Audits and Reviews

Transaction Risk Assessments

Creating Confidential Business Prospectus