

There are plenty of ways your customer
newsletter can pay for itself
many times over, 365 days a year.

Here are 10:

10.
**For the highest ROI,
sell to your current
customers.**

Invest in the customers you
have, reducing the pressure to
get new ones.

9.
**Ask for
referrals**
from your best
spokesperson ... a satisfied
customer!

8.
**Establish your
dealership as
the expert**

in Chevy sales and service.

7.
**Introduce new
products and
services.**

Don't assume your customers
know all that you have to offer.

1.
Sell, sell, sell.
Cars. Service. Accessories.

2.
**Advertise
special offers**
to get the phones ringing.

3.
**Schedule
maintenance
and repair work**
to even out your workload.

4.
**Utilize Chevy
co-op**
and stretch your
marketing dollars.

5.
**Separate
yourself from the
competition**
who is targeting your
customers.



6.
**Keep your name
top of mind**

with customers and prospects.