

SHELBY AMERICAN **DEALER PROMOTION** **HANDBOOK**



MR. DEALER:

This 1968 Handbook is yours to use at Announcement time and *all year long* to help you promote and sell the *four* great new cars from Shelby American, Inc.

Take time *now* to read it through. Then plan your 1968 Announcement . . . and earmark other promotional ideas for use later in the selling year.

The new '68 Shelby Cobra GT 350 and GT 500 are excitingly different—and they're yours alone to market in your area! By putting the ideas in this book to work, you should enjoy good selling and excellent profits.



THIS BOOK CONTAINS TWO IMPORTANT SECTIONS

1-ANNOUNCEMENT ACTIVITIES, pages 2, 3, 4

2-ALL-YEAR PROMOTION IDEAS, page 5

PERFORM THESE SEVEN STEPS—AND YOU'LL HAVE AN OUTSTANDING 1968 COBRA GT PUBLIC ANNOUNCEMENT

- 1-Plan your Announcement program**
- 2-Assign responsibility for all activities**
- 3-Process invitations promptly**
- 4-Secure press coverage; invite VIP's**
- 5-Plan and place local advertising**
- 6-Prepare for Announcement Day**
- 7-Register visitors —and follow-up**

STEP 1:

PLAN YOUR ANNOUNCEMENT PROGRAM

A successful Announcement must include these elements:

The most likely buyers specifically invited

The public informed via advertising and promotion

Sales personnel fully briefed on the new product

The product invitingly displayed, with literature available

A visitor registration and follow-up system in operation

Therefore, in planning your Cobra GT Announcement, these are among the questions which you must decide:

Should the local press and area VIP's receive an advance showing?

When and where should local advertising be placed? What media should be selected? Radio? TV? Handouts? Billboards?

How many GT cars should be displayed?

What role should the Service Department play?

The Parts Department?

STEP 2:

ASSIGN RESPONSIBILITY FOR ALL ACTIVITIES

One person in your dealership should be placed in charge of coordinating all the activities which are planned for Announcement.

STEP 3:

PROCESS INVITATIONS PROMPTLY

Your 1968 Shelby American Announcement materials will reach you in two installments. In addition to this book, you received sample invita-

tions. If you have not ordered an imprinted supply, you should do so now for timely arrival.

It is important that you select the recipients of these invitations. You could use these sources of names:

Recent showroom visitors whose registrations indicate an interest in performance cars.

Present owners of Mustangs, GT 350s, high-performance Ford models from 1965 on (based upon both your sales and service records).

Present Corvette owners (from vehicle registration lists).

Professional and occupational lists (from a local direct mailing service) including architects, attorneys, doctors, etc. Such names could also be culled from yellow pages of your telephone book.

Members of area sports car clubs, golf clubs, country clubs.

Owners of such medium and higher-priced foreign cars as MG, Triumph, Jaguar, Porsche, Mercedes, Austin-Healey, if available from State or area vehicle registration lists.

Income list for your area of \$10,000 and up (if available from a local direct mail house).

You may prefer to process all or part of your invitations through a direct mail service. You can expect to pay approximately:

\$20-\$35 per thousand for use of mailing lists

\$33-\$36 per thousand for inserting, addressing, sealing and mailing (exclusive of postage).

You may mail first class at .05 per invitation or .04 each for third class. Third class mail may be sealed but the words "third class" must appear somewhere on the envelope.

STEP 4:

SECURE PRESS COVERAGE; INVITE VIP'S

Your new-car Announcement, while technically not news, is promotable to the press in these areas:

As auto news, placed through the auto editor or the managing editor of local newspapers.

As television news—The appearance of a local celebrity or the use of your Cobra GT cars at a local benefit or civic function.

As sports news—A local sports figure (especially one connected with auto racing) takes part in your Announcement activities.

STEP 5: PLAN AND PLACE LOCAL ADVERTISING

Carefully placed advertising is the backbone of a successful public Announcement.

The budget you allot to Announcement need not be a large portion of your dealership's yearly advertising revenue.

Certainly your town's newspapers should carry Announcement ads—but should these be placed on the automobile pages, or in the sports section?

The best answer is both, if your budget will permit. The auto section reaches all those who are interested in buying a new or used car, so it is a "must" for Announcement advertising. The sports pages are usually far less crowded with advertisements—and are carefully read by men who tend toward high-performance cars.

The Announcement newspaper ads enclosed in your 1968 Shelby Dealer Ad Kit may be sent to your newspapers for placement "as is" with the addition of your dealership name and address.

Should you advertise on radio? Probably—if you select your station and your time of day with care.

Avoid "housewives' hours" of 9:30 to 4:00 pm when male listening is down. "Drive times" (7:30-9:30 am and 4:00-6:30 pm) are good, but expensive. Evenings are a good value.

The dealer ad packet includes two recorded radio commercials, one for Announcement time and another for use throughout the year. These may be used as recorded, or altered to suit your own purpose. It is suggested that the radio station make tapes of these recordings rather than repeatedly air the recordings themselves.

Handbills are not suggested for merchandising a car of the Cobra GT's quality and price. A painted sign or billboard, however, may be a good investment for you.

You could also add an "ear" or box to any painted signs you might now be using, promoting the Cobra GT. Copy could read: SEE—DRIVE THE COBRA GT—EXCLUSIVELY OURS IN (name of your city).

STEP 6: PREPARE FOR ANNOUNCEMENT DAY

DISPLAY CARS

The new Cobra GT deserves top priority attention. Check seat tracks, doors, trunk deck, hood and shoulder harnesses for smooth operation.

Place pressure-sensitive feature stickers on the car (the set of 20 reuseable stickers will be supplied with your display materials).

DECORATION

This package contains a teaser window poster for display in advance of Announcement. The follow-up package will contain the showroom decoration materials.

Product briefing can be accomplished by distributing a copy of the eight-page "Selling Guide to the '68 Shelby Cobra GT" to each of your salesmen (copies will reach you in the display materials package). Whether or not the sales of Shelby cars are handled by "performance specialists", every salesman on your staff should be fully briefed about the cars' unique features.

Literature for the 1968 Shelby Cobra GT cars will consist of:

Two-sided specifications sheet, which serves as a handout saver

Six-page full-color handout brochure

Full-color jumbo postcard

Ample supplies of both, along with a reorder form, will be in your display materials package.

STEP 7:

REGISTER VISITORS . . . AND FOLLOW-UP

Accurate, complete registration of all showroom visitors is the primary goal of your entire Announcement. It is the only means you have of realizing a return on your Announcement costs.

A high percentage of visitors can be registered if one of these procedures is followed:

Have a hostess register guests, relieving salesmen of this responsibility

Assign salesmen on a rotating basis to register visitors (maximum shift: one hour)

Offer prizes to registrants (be sure to promote this in advertising if it is part of your Announcement; prize drawing is not considered essential to attract buyers of higher-priced cars)

Follow-up could take the form of a Cobra GT jumbo postcard on which the salesman or specialist writes a personal "thank you" to the prospect for attending the Announcement. Each person thanked should be contacted by telephone three days after the card is mailed—and this contact should be continued until the prospect is reached. The call should include an invitation to take a demonstration ride.

The broadened appeal of the new '68 Cobra GT cars—especially the convertible—will bring you many new buyers.

They will range from highly-knowledgeable performance car buffs to people who simply admire the Cobra's unique styling.

Since these are among the most exciting performance cars available, it is essential that demonstrations be conducted only by salesmen who are thoroughly familiar with the cars. Prospects should be permitted to drive only after the salesman has given a full demonstration.

YOU HAVE RECEIVED 500 OF THESE REGISTRATION FORMS:

COBRA GT SHOWROOM VISITOR

NAME _____ PHONE: _____

STREET _____ CITY _____

INTERESTED IN: _____GT 350 _____GT 500

_____fastback _____convertible

Options wanted: _____

Trade-in: _____

Trading date: _____

COBRA GT ANNOUNCEMENT ACTIVITIES SCHEDULE

ACTIVITY	LATEST COMPLETION DATE	DONE
1 Read this book	Today	
2 Assign responsibility for all dealer Announcement activities (unless you will perform them yourself)	Today	
3 Inform these local news outlets of your Cobra GT Announcement. Newspaper sports editors Newspaper advertising managers Newspaper automotive columnists Radio-TV stations' sports personalities	Today	
4 Secure local performance personality for Announcement Day	Today	
5 Personally invite press, radio, police and community officials to Announcement Day, or advance showing	Today	
6 Plan local advertising and place newspaper space and/or radio-TV time	8 Days before Announcement	
7 Release advertising to all media	7 Days before Announcement	
8 Address and mail invitations	5 Days before Announcement	
9 Check advertising proofs for final OK	5 Days before Announcement	
10 Brief salesmen on product	4 Days before Announcement	
11 Release publicity to local newspapers, radio-TV stations	4 Days before Announcement	
12 Prepare showroom cars	2 Days before Announcement	
13 Clean and decorate showroom	Day before Announcement	
14 Register all visitors on Announcement Days	Announcement Days	
15 Review all visitor registrations with sales staff and assign names for follow-up	As soon after Announcement as practical	

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SECTION II: YEAR-LONG ADVERTISING AND PROMOTION IDEAS

ADVERTISING

Since you are the only Shelby Cobra GT dealer in a large area, it is essential that you advertise locally to supplement the considerable program of national advertising being conducted by Shelby American. Local advertising need not be costly to be effective; the primary consideration is that your advertising effort be consistent.

Cobra GT advertising may be run separately from your Ford advertisements—or you may prefer to place a “mention line” in most or all of your Ford advertising. (There are several examples you may use in the Dealer Ad Kit.) Small advertisements are sufficient for the GT—provided you place them in the most suitable media.

As with Announcement ads, the sports section of your area newspapers is a good location. If your area's Sunday newspapers carry extra auto advertising, especially of unusual cars, your ads should be effective if placed regularly on Sundays.

If you are in the leasing business, you may wish to try a few Cobra GTs as lease cars. In this case, newspaper financial pages are a good possibility.

A listing in the “automobile dealers—new cars” section of your telephone book's Yellow Pages should be placed under “COBRA”. The suggested sample in the dealer ad list may be used.

A local or regional magazine is a good advertising value. These are often slanted toward the affluent.

Printed sports programs—especially for auto races—are good advertising buys inasmuch as they are seen by car owners who are among your best potential GT customers. Here again, a small

advertisement is sufficient to meet your basic advertising needs.

PROMOTION

The Cobra GT cars lend themselves to a variety of worthwhile promotional activities.

Use as a pace car at local racing events (tracks may charge for this privilege, or expect you to advertise in the racing program or to donate a prize).

Loans (with drivers) to convention groups, VIP's, visiting celebrities, parades, etc. In this respect, you should contact local TV stations, Chamber of Commerce, city government and area service clubs (Rotary, Kiwanis) and inform them of your willingness to loan cars for such occasions.

Participation in charity outings, fairs, etc. (These usually call for a donation in addition to loan of the car.)

Sale of a GT as a raffle or giveaway car to charities, hospitals, etc.

Loan of a GT for display and exhibit use to department stores, shopping centers, sporting and outdoor shows, etc.

Auto show display.

Use of dealership as starting point for a sports car rally. (These require only the opening of your facilities on a Sunday morning, the catering of coffee and doughnuts, the presence of your performance specialist and the availability of a Cobra GT for brief demonstration rides.)

Promotion in sports pages of a performance clinic which could be held on regular evenings for young people in your area. GT cars could be used as test vehicles to show operation of electronic analyzer, etc.

SHELBY ACCESSORIES AVAILABLE AT SPECIAL DEALER DISCOUNTS

Included in this package is a complete catalogue of Shelby Cobra accessories. The handsome discounts on the enclosed order form allow you to purchase these items for profitable resale and as low-cost giveaway and goodwill-builders. Check the catalogue and order your supply today.

SHELBY COBRA LITERATURE AVAILABLE AT LOW COST

Included with this package is a handy order form for use in replenishing your supply of Shelby Cobra literature. You may order now, or at any time during the model year, to meet your needs.

