

Training Module for Car Buying Marketing Affiliates

This material is produced and owned by GF Auto Consulting LLC

1. What is NABS ?

A National Auto Buying Service, whereby a person can buy a vehicle directly from a dealer auction ..thru a Licensed Dealer in Florida or Georgia. **We can buy a car in any state thru these two (2) Licensed Dealers.** We charge people \$875 to purchase a car for them. Most people have no idea how much profit margin they are paying the Dealership when they purchase a used vehicle (sometimes several thousand dollars). With our car buying service, the customer is fully aware of the final cost of the car, plus our fixed profit (of only \$875). We are buying the car for you direct from the Dealer Auction, so you are in fact saving an additional layer of costs and expenses that are usually added in the price of your typical retail purchase.

This service is targeting individuals who want to spend \$5-15K cash on a vehicle... and want to save a few thousand (by skipping the retail environment).

So let's take for example, a \$5000 car from the auction, plus the buyer fee of \$875 = total cost of the car is \$5,875 plus any shipping fees. But this car would be worth probably ***about \$8-\$9K retail.***

So, the customer saves \$2-\$5K or more on a vehicle, because you cut out the retail layer (Dealership overhead, salesmen commissions, etc.).

We offer a direct from Dealer Auction vehicle buying service. A customer can tell us the make, model, and budget of the car they want and we can source it directly from a local Dealer auction nationally; at closer to wholesale cost.

2. What is an Affiliate Marketer?

Affiliate marketing is the process of earning a commission by promoting other people's (or company's) products. You find a product you like, promote it to others and earn a piece of the profit for each sale that you make.. As an affiliate marketer of GF Auto Consulting LLC , you make money (\$250) when we close a sale on a lead you generated. Leads are potential customers who are actively looking for a vehicle.

Your objective is to generate leads, meaning you want to identify people who are looking to buy a car. There are many ways you can do this. As you generate leads, you will need a spreadsheet or some platform in which to collect and store your leads and notes. This is critical for efficient follow up. Most sales occur not on first contact but on the 3rd-5th contact. As you increase your efforts (daily postings and follow-ups), you will increase the amount of leads you generate and the amount of money you can make.

3. How does our Affiliate Marketer get paid?

All you are trying to do when you generate a lead, is to identify a person who is looking for what you have to offer...

An Affiliate Marketer for GF Auto Consulting LLC, gets paid \$250 when one of his/her generated leads, turn into a sale (ie. a vehicle is purchased and a commission is generated).

Each lead that you generate and we turn into a sale (actual vehicle purchased, then you earn \$250 commission.

Your job is not to try and close leads, but rather turn them over to the Sales Team in a timely fashion and keep track of all leads you generate.

4. Telephone /Email/Messaging Responses

When someone sees your ad or post, the first thing you want to do is qualify them to see if they are our target customer.

Ask or phone/text/email/message :

Hey, thank you for your inquiry... I can get one of my experienced Dealers to contact you, but first let me get an idea of what kind of car you are looking for and what you are looking to spend.

Is that ok?

Once they say yes, then ask them:

So..., lets see... what kind of vehicle are you looking for?

Can you give me a Model, Make and the range of the year?

What are you are looking to spend? - Do you have a cash budget or do you need financing?

If they say no, then ask them:

Ok, how can I help you? I promote a National Auto Buying Service... maybe I can explain our service to you?

Let them answer, if they still are not into your message, then let them go. Don't waste your time on people who don't want what you have to offer.

This is basic information you will need to know in order to qualify the lead.

Ask these 3 questions:

1. What is the make, model and year of the vehicle you are searching for?
2. What is your budget?
3. When are you looking to make a purchase?

Acceptable answers in which to move forward:

What the make , model and year of the vehicle you are searching for?

~Any vehicle - **just not older than 10-12 years**

~What is your budget? –**Ideally between \$5-\$15K**

~When are you looking to make a purchase? - **Ideally within the next 5-7 days.**

How does the customer ultimately pay for the car?

1. At the auction by cashiers check
 2. Wire money to the Dealer account.
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Frequently Asked Questions (FAQ):

1.

How long does it take?

Well, the short answer is “Takes only a few days”.

The Dealer will send a Bill of Sale to the customer and agree upon budget and other parameters. Then from that point the clock starts. If it’s a “regular” car, usually can be found and brought for the customer within 2-3 days.

If the car is less common, or with more specific details (like trim level or color), then this will add more days onto the entire process. It all starts with the vehicle search.

2.

Are there any other fees or costs?

Yes, you will be required to pay any shipping fees (.34-.45 per mile). Most auctions add a small seller's fee to all cars sold as well, this is usually nominal (\$100-\$300) depending on final sale price of car. This is how the auction makes its money, this does not go to the Dealer.

3.

How do I get the car?

The vehicle is delivered to wherever you would like it to be delivered to ...your home, office or even your mechanic's location.

4.

How is the Title and there paperwork handled?

The Dealer will produce all necessary paperwork, including the title. This way, all the customer has to do is pay the sales tax on the car (in the state they reside in) and get their passenger plates.

5.

How do I actually pay for the car?

Usually it's a cashier's check or bank wire transfer.

Cash or , credit/debit card/ or any money apps (CashApp, Paypal, Venmo etc) are **NOT** ways to make payment for the vehicle.

Here are ads you can use in your marketing efforts. These ads are ready to go, just add your contact information:

1.

Skip the Dealership, Buy direct!

Pay what the Dealers pay ! Lowest prices on the market.

We are available for anyone interested in purchasing a

vehicle from "Dealer Only" Auction (like Manheim and Adesa).

We provide this service for \$875 per car. This is the only fee you pay (plus the final price of the vehicle)

All makes and models available. Tell me what you want and we will find it.

call or text (000) 000-0000

2.

Don't pay retail for your next Car!

If you want to save money on your next used vehicle, just contact me.

We can source and buy any vehicle for you directly from a local Dealer Auction.

Save thousands! Only \$875 buying fee.

For budgets of \$5-15K

Text or call [000]---0..0..0 - 0..0..0..0

3.

Looking for a used Luxury Vehicle? I can save you \$\$\$

So, if you are in the market for a quality used vehicle and have \$5-15K to spend, contact me...

I can most likely get you a better deal...plucked right from your Local Dealer Auction!

We provide this service for \$875 per car. This is the only fee you pay (plus the final price of the vehicle)

call or text (000) 000-0000

4.

Yup, you can get you car direct from a Dealer Auction

Most people don't have access to the Dealer Auctions...

But I do...

Let me get you a great deal for less than you were going to spend anyway...

call or text (000) 000-0000

5.

Tired of getting ripped off at the Dealerships?

Buy your next used luxury vehicle from the dealer marketplace thru my company.

Save a few thousand dollars in dealer overhead and expense...

For buyers with cash budget of \$5-15K.

call or text (000) 000-0000

Images:

These images can be used by you in the manner you like, just add your contact information.

**Buy your next Vehicle from
a Local **Dealer Auction** and
save... thousands \$\$\$\$\$**



**Stop! Buy your next vehicle,
directly from a Dealer Auction...**

Save \$\$\$\$\$!



Buy Direct from the Dealer Auction...

Save \$\$\$\$ on your next car !

Why Pay Retail ?

Financing Available



Buy Direct from the Dealer Auction...

Save \$\$\$\$\$ on your next car !

Why Pay Retail ?



Buy your next car directly from a local Dealer Auction...

Save Thousands...

Contact:

Only \$875 buying fee. Dont get fooled into over-paying...

Drive a newer vehicle, for less money.

Buy Luxury Cars direct from a Dealer Auction



Contact:

Blanks



