

Christopher J. Boland

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Sent: Wednesday, December 13, 2017 8:45 AM
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Subject: Accessory Mgr Follow Up (Lancaster)
Attachments: Dealer Facing Sell Sheet v2.pdf; Boutique Coupon Offer (Service).docx

Hi Lancaster Team,

Great seeing you yesterday!

In follow-up, below is a recap of the main recommendations covered. Please don't hesitate to reach out if you have any questions or need additional support to see these opportunities through.

Hope you all enjoy the holidays!

TOPICS COVERED

1. Winter Wheel & Tire Assemblies *(Dealer Options Sell Sheet Attached)*

- a. WHAT: Fully assembled set: Wheel, tire, TPMS Sensor, Centre Cap, mounting, balancing, shipping, and tire road hazard coverage
- b. HOW TO ORDER: Dealer Tire Website
- c. WHY: NAPP & CPPP Credit - Cost savings upwards of \$3k vs in-store assembly - Gross profit ranges from \$2k to \$5k
- d. BEST PRACTICE: Upsell in F&I to every AMG Customer
 - i. Sell sheets available in ODUS > Marketing & Communication > Accessory Campaigns

2. Boutique Opportunity Summary

- a. Current boutique space is large and affords opportunity to spread out current fixtures and add in new ones to make space more attractive and conducive to selling
- b. Add signage advising- "more sizes available in back" / "see parts counter for checkout"
- c. Add a Free Standing Mirror for customers to try things on
- d. Add in more garment racks and hat racks, welcoming customers to "try before you buy"
- e. Add Glass cases filled with vehicle accessories to showcase higher gross profit items
- f. Provide boutique coupon to all service waiting customers to drive traffic to boutique and help "bide time"
- g. Add in AMG dedicated display next to AMG section of showroom
 - i. Next to "garage" retractable door – put an AMG dedicated display including a mannequin, glass case, and display banner
- h. Remember: No Risk – No Limit return policy! - applies to most merchandise
- i. Remember: Built in gross profit margin of 30%

3. Boutique Refresh – Cost Breakout *(see picture below for fixture images and pricing)*

- a. Add the following fixtures:
 - i. Hat Rack (1x) @ \$195
 - ii. J-Hook Bag Rack (1x) @ \$125
 - iii. 3ft H x 6ft W Glass Cases (x3) @ \$432 each
 1. Spread along dividing wall directly across current boutique

- 2. Fill with tumblers & vehicle accessories (ie coat hanger, hub caps, iPad mount, etc)
- iv. Freestanding Mirror (1x) @ \$40
- b. Signage and Display
 - i. Male Mannequin (1x) @ \$250
 - ii. Female Mannequin (1x) @ \$250
 - iii. Lifestyles Boutique Banner with Stand (1x) @ \$139

Total Estimated Cost: \$2,295

4. AMG/F1 Showroom Boutique Display- Cost Breakout *(see picture below for concept)*

- a. Male Mannequin (1x) @ \$250
- b. Tall Display Case (1x) @ \$879
 - i. AMG Hub Caps, Valve Stem Covers, Door Pins, License Plate Frames
 - ii. Petronas/AMG Duffle and Book Bags
 - iii. AMG Tumblers, mugs, and hats
 - iv. AMG Monopoly and/or Clock
- c. Vehicle Accessory Display Banner w/ Stand (1x) @ \$139

Total Estimated Cost: \$1,268

5. Boutique Service Coupon *(see attached template)*

- a. WHAT: \$10 off \$100 purchase of any accessory
- b. WHY: Help customers bide time while waiting for service (help CSI)
 - i. Control margin to 10%
 - ii. Dollar discounts prove more attractive than %
- c. HOW: Personalize attached template
 - i. Print 3 to a page
 - ii. Laminate
 - iii. Hand out to advisors > Give to service customers

Boutique Resources

Lifestyles Collection Website



Hat rack display
~~\$220.00~~ \$195.00
 15% off



2-way rack with J-hooks
~~\$153.00~~ \$125.00
 19% off



Male mannequin
~~\$315.00~~ \$250.00
 21% off



Female mannequin
~~\$315.00~~ \$250.00
 21% off

Aftermarket Solutions: Displays2Go.com & Walmart



Best Seller!

\$431.89

70" Retail Display Case w/Recessed Kickplate, Slider Door, Adjustable Shelves, Silver

+ More Overall Width Options Available!



\$878.74

40" Display Case w/ LED Top & Side Lights, 4 Fixed Shelves, Hinged Doors - Black

+ More Color & Light Type Options Available!

Best Choice Products Cheval Floor Mirror Bedroom Home Decor



\$39.94

Paragon Parts System



Banners are available to be ordered via Paragon using the following part numbers:

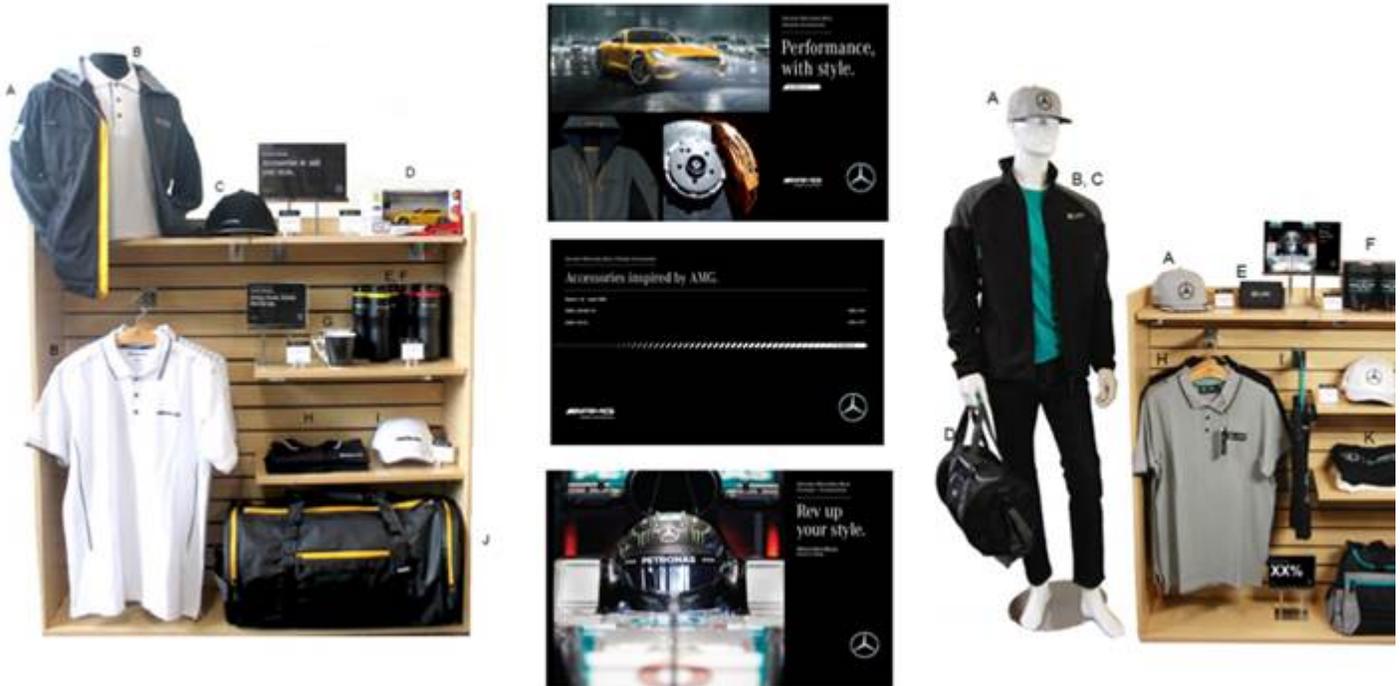
- Lifestyle Collection Banner: **ACC-COLETBAN** for \$58.00
- Vehicle Accessory Banner: **ACC-VEHCLBAN** for \$58.00
- Banner Stand: **PSMKG-BANNER-STAND** for \$81.00

AMG Planogram Concept

Visual Merchandizing Guides

Updated Monthly and Seasonally

- AMG 50th Anniversary
- Mother's Day
- Formula 1
- etc



WHERE: *Lifestyles Collection* → *Dealer Resources* → *Visual Merchandizing Guides*

Regards,

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Need assistance with an order? Contact the Lifestyles team:

Email: cs@lifestylecollection-mbusa.com

Phone: (844) 287-2282 from 9am–6pm EST

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