

Top 10 Reasons Why Your Colleagues Choose G&A Over Other Staffed Event Companies

Whether you're looking to boost morale, increase traffic or bump up your bottom line, there are an ever growing number of staffed event vendors eager to help you out. Yet despite this fact, many of your colleagues choose G&A Marketing for a few distinct incentives. Wondering what those incentives might be? Here are the top 10 reasons why dealers tell us they chose G&A Marketing – straight from the dealer's mouth.

- 10.** "Most companies are in this business 6 months to 2 years. G&A is the only one who's been around for 15 years, and that speaks volumes." – Dealer; Seattle, WA

While longevity may not mean much to some, many dealers often take comfort in knowing that G&A's wealth of experience is unrivaled. Fifteen successful years in the event business have allowed G&A Marketing to perfect the art of automotive staffed events. This means dealers who choose G&A ultimately reduce their risk. Even when things don't go according to plan, there will always be someone at G&A to take the dealer's call, ensuring all concerns are handled promptly and in a professional manner.

- 9.** "I've worked with companies who've promised to provide a fully licensed sales staff, but never delivered. G&A is not that kind of company." – Dealer; St. Louis, MO

No one wants to lose their sale and their investment courtesy of improper sales team licensing. That's why G&A Marketing employs a full-time staff that ensures each sales person is properly licensed according to your state's regulations. It's just one of many extra steps G&A Marketing takes to lessen the pressure felt by the dealer.

- 8.** "My sales staff always got pushed aside and left behind anytime I brought in a team. All that changed when G&A arrived. Their team paid so much attention to my staff that my sales guys are begging me to bring them back!" – GM; Charlotte, NC

Most event companies skip over essential training and team building meetings just to add another day to the sale. By passing up the opportunity to create synergy and improve skills, these companies ultimately put the outcome of the event at a severe risk.

G&A Marketing knows that engaging the dealership's staff is essential when executing a successful event and securing future business. This is why G&A's event teams spend a full day prior to each sale getting to know the dealership staff and ensuring that everyone is on board. Taking this extra step reduces event risk and sets the stage for a long-term partnership that is mutually beneficial.

- 7.** "G&A's Deal-In sheet kept my GM apprised of EVERY transaction. No post-sale heat!" – Dealer; Battle Creek, MI

G&A Marketing doesn't depend on shady business practices to make its sales work. Deal-In sheets report every detail of every car sold while it's happening, instead of all at the end of the event. This acts as a proven system of accountability when G&A teams work within a dealership. Dealers tell us they appreciate the added piece of mind.

- 6.** "G&A Marketing knew more about the advertising compliancy guidelines in my state than my ad agency does." - Dealer, Kansas City, MO

Rules and regulations governing advertising compliance are always changing. Make sure the companies you hire to execute your advertising stay apprised of these changes. No dealer wants an un-welcomed phone call from their local Attorney General and G&A's on staff legal council helps to ensure this won't happen.

5. "I was shocked. I got chargebacks and G&A actually paid me back." – Dealer; Albany, NY

G&A believes that if the dealer doesn't get paid, the event company shouldn't get paid either. That's why G&A Marketing offers a 90 day chargeback policy on each unit sold during an event. Simply notify G&A and we will work to resolve the problem. If money is lost, G&A reimburses the dealership. No hassles involved. It's just G&A's way of making 'post sale hang-over' a thing of the past.

4. "It was obvious that G&A's teams truly cared about me, my dealership and my staff." - Dealer, Coeur d'Alene, ID

Every dealership strives to achieve high CSI, and in a similar sense so does G&A Marketing. G&A's teams pride themselves on building lasting relationships with each dealer and their staff. They choose to take this route not only because they are rewarded for doing so, but because G&A's team members know it's the right thing to do. This sense of partnership amongst dealership and staffed event team is often a major reason why dealers who hate staffed events choose G&A Marketing.

3. "Every team we have had with G&A has been well above average. No bad apples here." – GM; Yakima, WA

Sure – a lot of staffed event providers may say their event staff is top notch, but how many actually mean it? G&A Marketing thinks actions speak louder than words, which is why all "bad apples" are added to the G&A Black Ball List. This list ensures that anyone associated with G&A Marketing who acts inappropriately will NOT be permitted to work another G&A staffed event. In addition, G&A's Black Ball List serves as a proactive tool by keeping sales people out of trouble and headed in the right direction. This is just one more way G&A helps to instill peace of mind at the dealership level.

2. "I appreciate that G&A documents each ad purchase so I know my ad investment is being allocated correctly." – Dealer, Cincinnati, OH

From postal docs to media breakdowns, G&A Marketing makes sure its dealers see just how every advertising dime has been spent. This creates a stronger sense of trust between G&A Marketing and its dealers, ultimately resulting in better events. For dealers whom have been scorned by misused ad funds, this simple gesture proves a commitment to openness which can be hard to come by in the event industry.

1. "I was skeptical of the SuperSale process having heard horror stories from dealers who brought in less than reputable companies and suffered the consequences...[G&A's event team] did a wonderful job of explaining the process and then providing the service they promised during and after the sale." - Dealer; Dallas, TX

Accountability before, during and after the sale is often the number one concern expressed by dealers when considering a staffed event, especially if the dealer is skeptical about the staffed event process. G&A Marketing takes this concern seriously, which is why each G&A Marketing team member is REQUIRED to sign and adhere to a written code of ethics. This code outlines how each team member should conduct themselves on behalf of a dealership, and explains how each team member will be held accountable throughout the event process.

It is G&A Marketing's goal to deliver what we promise – no matter what. And G&A's extensive code of conduct is the number one ingredient necessary to ensure a successful event.

Did you know G&A Marketing can help your dealership achieve it's goals, just like we've done for all of these dealers? Contact G&A Marketing for a 10 minute fact finding conversation to discover how we can help you. You can reach our knowledgeable representatives at 800.688.1370 or at info@gamarketing.com. Also, feel free to visit G&A Marketing on the web at <http://www.gamarketing.com>.