

G&A Marketing Client Satisfaction Survey Results

1) Please Rank Your Criteria When Selecting a Staffed Event Company

1 = Not applicable, 2 = Least Important, 3 = Less Important, 4 = Important, 5 = Very Important, 6 = Most Important

| Criteria to be Ranked: | Average response ranking |
|--|--------------------------|
| Length of time in business | 4.6 |
| Advertising effectiveness | 5.7 |
| Compliant advertising | 5.6 |
| Staff professionalism | 5.7 |
| Level of responsibility displayed by teams | 5.7 |
| Personal referral | 4.4 |
| Lowest price | 3.8 |
| Value-added services | 4.7 |

2) Please Rank the following attributes regarding your account executive

1 = Not applicable, 2 = Poor, 3 = Below Average, 4 = Average, 5 = Above Average, 6 = Excellent

| Criteria to be Ranked: | Average response ranking |
|--|--------------------------|
| Attitude and professionalism | 5.7 |
| Ability to anticipate needs and provide proactive assistance | 5.4 |
| Interaction and support provided before event | 5.4 |
| Interaction and support provided during event | 5.2 |
| Interaction and support provided after event | 5.3 |

3) Please Rank the following attributes regarding our advertising division

1 = Not applicable, 2 = Poor, 3 = Below Average, 4 = Average, 5 = Above Average, 6 = Excellent

| Criteria to be Ranked: | Average response ranking |
|---|--------------------------|
| Attitude and professionalism | 5.4 |
| perceived value of advertising services provided | 5.0 |
| Actual traffic count at event | 4.6 |
| Theme and/or messaging used to drive traffic to event | 4.8 |
| Overall advertising plan coordination and communication | 5.1 |

4) Please Rank the following attributes regarding your retail sales team (G&A team leader, F&I Manager and Closer)

1 = Not applicable, 2 = Poor, 3 = Below Average, 4 = Average, 5 = Above Average, 6 = Excellent

| Criteria to be Ranked: | Average response ranking |
|---|--------------------------|
| Attitude and professionalism | 5.4 |
| Overall performance on site | 5.1 |
| Effectiveness of daily sales meetings during event | 5.0 |
| Quality of training provided to dealership by G&A retail sales team | 4.9 |
| Overall event facilitation | 5.1 |

5) Overall, how satisfied are you with the products and services offered by G&A?

1 = Dissatisfied, 2 = Somewhat Dissatisfied, 3 = Neutral, 4 = Somewhat Satisfied, 5 = Satisfied

| Criteria to be Ranked: | Average response ranking |
|------------------------|--------------------------|
| How satisfied are you? | 4.1 |

6) What did you like about working with G&A Marketing for your staffed event? (please select all that apply)

| Criteria to be Selected: | Percent of total respondents |
|--|------------------------------|
| Advertising effectiveness | 66% |
| Quality of team | 83% |
| Ability to move aged units | 20% |
| Ability to jump start energy in dealership sales force | 50% |
| Dealership training | 33% |
| Gross profit | 83% |

7) Would you consider coordinating another staffed event with G&A

| Answer Options: | Percent of total respondents |
|-----------------|------------------------------|
| Yes | 71% |
| No | 5% |
| Maybe | 24% |

Want to know more about G&A's clients and staffed events? Please contact a G&A Account Executive today at 800.688.1370 or at info@gamarketing.com. Or visit us on the web at <http://www.gamarketing.com>