80/20 Business Coaching™

304-546-4646 · TODD@TODDNUCKOLS.COM · WWW.TODDNUCKOLS.COM

90-Day Auto Dealer Outreach Plan

Your first 90-day objective should be **300 qualified dealerships/dealer groups → 100 decision-maker conversations → 25 meetings → 15 proposals → 5–8 new accounts**, with at least **one multi-location dealer group**.

Days 1–30: Build the market and your offer

Start by identifying **200 individual dealerships and 100 dealer groups** in the territory you can competitively service. Prioritize groups with 3–30 locations. Large national groups can certainly buy more, but procurement becomes considerably harder.

Build your database around the **Dealer Principal, General Manager, Marketing Director, Fixed Operations Director and Dealer Group Marketing Director**. For larger groups, identify corporate purchasing/procurement as well.

Score every prospect A, B or C. Your A accounts should have multiple locations, substantial service departments, visible advertising activity, frequent promotions and a reachable marketing/operations decision-maker.

Then package what you already sell into an automotive-specific offer.

Revenue Center	What You Sell
Vehicle Sales	Direct mail, postcards, sales-event materials, banners, window graphics, showroom graphics
Service Department	Service reminders, coupons, mailers, hang tags, mirror tags, floor mats, signage
Dealership Branding	Interior/exterior signs, wall graphics, window graphics, directional signs
Employees	Polos, uniforms, jackets, name badges, recruiting materials
Events	Tent sales, holiday events, grand openings, promotional products
Customer Retention	Thank-you cards, referral campaigns, service reminders, loyalty materials

I'd give the program a name such as **Dealer Marketing & Print Program**. You're no longer approaching the prospect asking to quote printing; you're offering to consolidate multiple marketing categories.

Create a Dealer Marketing Audit

This should become your primary appointment generator.

Offer a complimentary **15-Minute Dealer Marketing Audit** in which you identify opportunities in five areas: sales promotions, service-department marketing, signage/branding, direct mail and vendor consolidation.

Your outbound CTA becomes:

“I'd like to spend 15 minutes showing you three areas where we may be able to simplify what you're purchasing now and potentially reduce the number of vendors you're managing.”

That is much stronger than asking whether they're happy with their printer.

Create a physical prospecting package

This niche is perfect for demonstrating your own product.

Send your top 50 prospects a **Dealer Marketing Kit** containing a high-quality personalized letter, dealership-specific postcard concept, service mailer, signage sample, apparel example sheet and a one-page overview of your capabilities.

Put something on the package like:

Prepared specifically for ABC Ford

Personalization dramatically changes the perceived value of the package.

Days 31–60: Run the outbound machine

For the next 30 days, execute four channels simultaneously: **phone + email + direct mail + LinkedIn**.

Your weekly activity target should be approximately **100 calls, 75 personalized emails, 25 LinkedIn contacts, 10 physical packages and 5 appointments**.

Don't lead with printing.

Your call opener should be:

“Hi Mike, Todd with ABC Printing. Quick question—who oversees your print, signage and direct-mail programs?”

Once you're speaking with the appropriate person:

“We work with dealerships to consolidate things like sales-event materials, service marketing, signage, apparel and direct mail. I noticed you're operating multiple locations. Are those purchases managed at the dealership level or centrally through the group?”

That question is strategically important because you're trying to discover **where purchasing authority resides**.

If corporate controls it, pursue corporate.

If dealerships control it individually, you can land one dealership and use the success to penetrate the rest of the group.

Use an 8-touch sequence

Run each A-level prospect through a 30-day sequence: introduction email and call on Day 1; second call on Day 3; LinkedIn contact around Day 6; send the physical Dealer Marketing Kit around Day 8; call specifically about the package around Day 11; send a service-department idea around Day 16; call again around Day 22; and send a final audit invitation around Day 30.

The key is that **every touch shouldn't say the same thing**.

One communication discusses vendor consolidation. Another discusses service revenue. Another introduces signage. Another discusses customer retention.

You're gradually showing the dealership how many things they could buy from you.

Days 61–90: Land and Expand

At this point, divide your pipeline based on demonstrated interest rather than continuing to treat all 300 prospects equally.

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Spend roughly **70% of your sales effort on the top 50 opportunities**.

Your objective isn't necessarily to get the entire account immediately.

Instead, identify an easy **door-opening product**.

For dealerships, I'd particularly test these four:

1. Service department direct mail

Service is recurring and dealerships continually need customers returning for maintenance.

2. Sales-event packages

Create bundled packages around Memorial Day, Labor Day, Black Friday, year-end clearance and other dealer promotions.

3. Signage

Banners, lot signage, showroom signage and window graphics create frequent needs.

4. Apparel

Sales, service, technicians and management all create opportunities.

Land one category and then expand.

The Account Expansion Meeting

Within 30 days of the first successful order, conduct a short account review.

Ask:

“What else are you currently purchasing from another vendor that falls under print, signage, apparel, promotional products or direct mail?”

Then map their vendors.

They might currently have:

Printer → $20,000
Sign company → $15,000

Apparel company → $10,000
Direct-mail company → $40,000
Promo company → $10,000

That's potentially a **$95,000 account**, even though your initial order might have been $1,500.

This is why I would measure **annual share-of-wallet**, not average initial order.

The Dealer Group Strategy

This is where I'd put the greatest effort.

Suppose a group owns:

12 dealerships × $50,000 annual addressable spend = $600,000 potential portfolio.

You don't necessarily need to win all $600,000. Capturing 25% represents a $150,000 account.

Approach corporate with a different proposition:

"We're looking to become your centralized production partner while allowing each dealership to order approved materials locally."

If your infrastructure supports it, eventually offer an **online ordering portal** containing approved templates for business cards, service materials, signs, banners, apparel and promotional items.

That creates significant switching costs and makes you much harder to replace.

Weekly salesperson scorecard

I'd manage the campaign to these numbers:

KPI	Weekly Target
New qualified prospects	25
Calls	100

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KPI	Weekly Target
Personalized emails	75
Decision-maker conversations	20
Dealer kits mailed/delivered	10
Meetings	5
Proposals	3
New accounts	1–2

After 90 days, you should know your **contact → meeting → quote → close → average-account-value** conversion rates. Then you can determine whether automotive deserves another 90 days of investment.

One adjustment I'd make specifically for this niche

Don't prospect dealerships simply by asking, **"Who buys your printing?"**

Go after the **service department separately**.

The service side has a different economic engine than vehicle sales: dealerships want previous buyers returning for oil changes, tires, brakes, maintenance and repairs. That creates a natural case for recurring **database-driven direct mail + print**.

I'd therefore develop a second offer:

Dealer Service Revenue Campaign — We help dealerships reactivate existing customers and drive them back into the service lane using targeted direct mail.

That gives your salesperson something much more compelling to sell than printing: **measurable service appointments and revenue.**

For your commercial print + signs + apparel + direct-mail capabilities, I would make **dealer groups the primary target and service-department direct mail the wedge offer**. Once you get inside, expand horizontally into signage, sales promotions, apparel and the other dealerships in the group.