

# MarketSource Overview

## Automotive Sales



### WHY PARTNER WITH US?

- Extensive Automotive OEM, Dealer, and Aftermarket experience
- Automotive experts who know how to train, change behavior, drive performance and deliver results
- Performance-driven inside, outside, direct, indirect, and sales support solutions
- Experts at leveraging technology to transform data into actionable information that produces results
- Intense focus on producing sales results and demonstrating a quantifiable ROI

### LEADING OUTSOURCED SALES SOLUTION PROVIDER IN NORTH AMERICA

- \$7B+ annual sales delivered for our customers
- 10,000+ Managed outside sales people
- 1,000+ Managed inside sales people
- Over 40,000 individual automotive dealer and aftermarket contacts in the last 90 Days
- An operating company of Allegis Group, the largest private human capital company in the world
  - 3,000+ full-time recruiters
  - 300+ offices covering North America



### Drive Sales

MarketSource increased YOY accessories sales by 39% in over 560 dealerships throughout the northeastern US.



### Speed to Productivity

MarketSource hired, trained, and deployed a national field team to launch a new service lane private label credit card program at 1K+ dealerships in 90 days.



### Elevate your Brand

MarketSource delivers hands-on, in-store F&I income development training to grow profitability in over 1,100 dealerships.



### Optimize Coverage

MarketSource's national inside sales team interacts with over 80% of the collision shops across America.



# Proof in Performance

## Automotive Sales Expertise

### MAJOR PRIVATE LABEL CREDIT CARD ISSUER

- Achieved 75% enrollment across over 1K dealerships within six months of program rollout, leading to national Tier 1 advertising campaign
- Exceeded prior year sales by \$21M in the program's first year

### FLAGSHIP AUTOMAKER

- Grew Primary Service Contract sales by 29% and Secondary Contract Sales by 123%
- Increased average profit per vehicle retailed by 30% and service contract penetration by 40% across hundreds of dealerships

### LEADING PARTS & ACCESSORIES DISTRIBUTOR

- Produced 40% growth in accessory dollar sales in year one across over 500 dealerships
- Generated \$4.5M in monthly sales across 570 dealers, turning accessories sales into a viable profit center for hundreds of dealerships

### TOP AUTOMOTIVE AFTERMARKET MANUFACTURER

- Profiled 20K accounts, increased sales pipeline by 100% and generated over \$1.3M in new business in six months
- Provide a complete inside sales solution covering lead development, account management and distribution channel services

### WORLD-CLASS AUTOMOTIVE OEM

- Generating more than \$20M in incremental parts sales revenue and increasing brand awareness
- National field sales solution increasing aftermarket sales profits by directly engaging with independent repair facilities

## Additional Sales Expertise

### DOMINANT UPSCALE BIG BOX RETAILER

- Hired, on-boarded, and trained a complete nationwide field sales team of more than 3,000 employees in 90 days
- Provide full-chain, in-store wireless sales solution across 1,500 stores

### GLOBAL TELECOMMUNICATIONS GIANT

- Complete self-contained sales solution more than doubled results since deployment
- Generated more than \$54M in annual product and service revenue



### PROPRIETARY PROCESS

Our proprietary process brings technology and training together for business-changing results.



### EMPOWERED PEOPLE

We engage, enable and equip the best people to deliver the best sales experience to your customers.



### PROVEN PERFORMANCE

We deliver what we promise. That kind of assurance is what keeps our clients coming back.

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