

MOVING OUR INDUSTRY FORWARD ONE MEMORY AT A TIME

How would it change your business if your customers were willing to silently sell you and our entire industry by sharing their delivery experience they had with you with everyone they know in their homes, offices, and even online?



That's what Cal-Pro's comprehensive customer delivery system is all about.
GENERATE MULTITUDES OF SALES AND SERVICE OPPORTUNITIES

STAY CONNECTED

Maximize meaningful connections with your customers through positive social experiences.



Destination Theme

Special Edition Theme

Their photograph becomes the centerpiece of a unique personalized souvenir gift that marks the beginning of an on-going marketing communication program that we directly mail on your behalf.

Cal-Pro's seamless, integrated system starts at time of delivery by photographing your customers in front of their new vehicle.

SEEMYNEWVEHICLE.COM

Gain additional impression advertising by letting your customers see, save, and share their delivery photo on multiple social media sites.



Postcard Front

A postcard included in the souvenir gift guides your customers to their digital image.



Secure Access

Your customers can securely retrieve their photos by using the access numbers secretly provided on their souvenir calendar.

This ensures that all photos remain private until your customers choose to share them.



Share the Photo

Customers can share their photos, watermarked with your dealership's name, using Cal-Pro's pre-built social media widgets. Your dealership and salesperson's names appear alongside the photo.



Reporting

Track exactly who shares their photo, where each photo is shared, and how often it is viewed.

IN-DEALERSHIP COMPONENTS

Give your customers the VIP treatment when visiting your service department or showroom floor.



VIP Service Club Brochure



Service Club Card



Service Club Key Tags



Slideshow

Further build service absorption with a service club card and key tags. Each one is bar-coded with the last 8 digits of your customer's VIN so they can be scanned to automatically pull up your customer's information in your system at check-in.

Download recent images of your customers taking delivery from SeeMyNewVehicle.com to display in a slideshow, screen-saver, or other visual media throughout your dealership.

Cal-Pro becomes a silent partner for each one of you by producing this array of products from the result of everyone's effort at time of delivery.

COMMUNICATION TOOLS & AWARDS

Connect names with faces in both manual and electronic CRM systems.



Sales consultant's customer information card and accordion style supplement card to assist with customer contact.



Sales consultant's manual filing system.



Info cards are color coded by year.



Attach downloaded images from SeeMyNewVehicle.com to any image-ready client management software.



Sales consultants' certificates of recognition based on their level of participation.

SALES CONSULTANT'S EVIDENCE MANUAL

Help your sales consultants make personal connections with their customers.



Cal-Pro provides wallet-sized delivery photos for your sales consultants to share.