



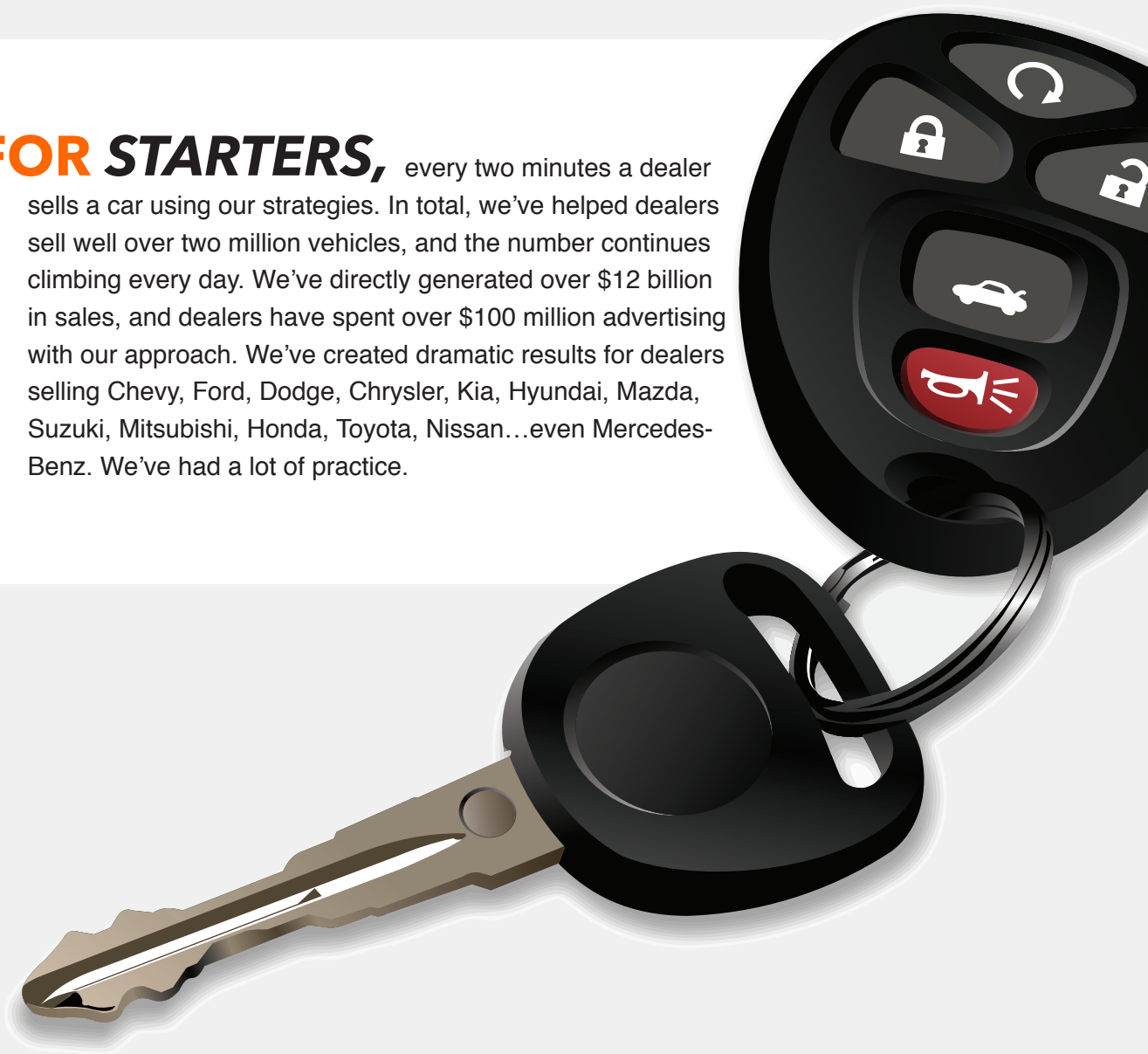
WHO
RELIES
ON JIMMY VEE & TRAVIS MILLER?
Dealers Like You... People Like You

by
Travis Miller & Jimmy Vee

*B*efore we get into who relies on us, let us briefly tell you why people rely on us for anything at all.



FOR STARTERS, every two minutes a dealer sells a car using our strategies. In total, we've helped dealers sell well over two million vehicles, and the number continues climbing every day. We've directly generated over \$12 billion in sales, and dealers have spent over \$100 million advertising with our approach. We've created dramatic results for dealers selling Chevy, Ford, Dodge, Chrysler, Kia, Hyundai, Mazda, Suzuki, Mitsubishi, Honda, Toyota, Nissan...even Mercedes-Benz. We've had a lot of practice.



We've been recognized for our accomplishments in publications like *Entrepreneur Magazine, Investors Business Daily, Businessweek, Brandweek, Advertising Age, Direct Marketing News, Forbes, Inc. Magazine...* even *Ripley's Believe it or Not*. As the authors of *Gravitational Marketing: The Science of Attracting Customers*, a bestselling book in bookstores nationwide and around the world, and the founders of Rich Dealers®, we are experts who provide usable, practical and realistic advice. More importantly, we only share ideas that we've proven to be effective.

What you should realize about us is that the cars we've helped sell haven't been sold at the lowest price or with slim margins. In fact, our members don't talk about prices in their advertising, yet they consistently outsell their competitors and do it all while working less and enjoying life more.

So how do we do all this? We use Gravitational Marketing®, of course, which is a pretty powerful idea that has been used by thousands of businesses across six continents. We've been invited to speak to audiences around the world.

Our books have been published in many languages and ideas implemented, effectively, around the world. Business owners from more than one hundred industries have invested their time and money to learn our techniques.

DEALERS WITH FAMILIES RELY ON JIMMY VEE & TRAVIS MILLER:

BECAUSE "ON THE GO" DEALERS WITH FAMILIES are typically very busy and have lots of good reasons to have advisors they can trust and partners they can rely on to remove the burden and guide them to successful decisions quickly.

MANY DEALERS SPEND THEIR ENTIRE WEEK AT THE DEALERSHIP, leaving little time to spend with friends and family and even less time for personal hobbies or activities they enjoy. Running a dealership often means sacrificing what's important "for the good" of the business. Ultimately putting life on hold until things "get better" or the dealership becomes "stable/successful" or you have made "enough money." For many dealers, none of those destinations ever materialize and they spend years on the "treadmill" of dealership life.

TO MAKE MATTERS WORSE, in recent years, technology, the economy, regulations, manufactures and other forces have put a squeeze on the industry and the dealers, making the business far less lucrative and less fun for most dealers.

RICH DEALERS® RELY ON OUR STRATEGIES, our systems and on us to help them alleviate the pressure and necessity to always be working in the business. Dealers with families turn to us to help them reclaim their lives and recoup the time they've missed with their family, friends and hobbies over the years.



FRANCHISE AND INDEPENDENT DEALERS RELY ON JIMMY VEE & TRAVIS MILLER:

BECAUSE THE BATTLE TO BE A SUCCESSFUL RETAIL CAR DEALER

isn't won by what you sell or what flag you fly. Being a success in this industry is most certainly not about the kind of dealership you have or the type of vehicles you sell. We've helped dealerships selling just about every make and model vehicle out there attract more customers, improve their business and make more money. Heck, we've even helped dealers who sell scooters, motorcycles, ATVs and even RVs boost traffic, sales and profits. In reality, the type of dealership you have or the kind of vehicles you sell is not what's important.

THE DEALERS WE'VE HELPED ALL HAVE ONE THING IN COMMON: a positive, success-oriented mindset. They're all positive people who have a desire to be better, grow bigger and have more, give more and be more.



THESE DEALERS COME IN ALL SHAPES AND SIZES.

They are both men and women. They come from the north and the south. The east and the west. And just about everywhere in between. Some have big dealerships in small towns, and others have small dealerships in big cities. Some of our members have multiple dealerships, and others have just a single store. But regardless of where they are located or how many dealerships they have, they all have a yearning to succeed and reach a level beyond where they are now. They all look at life and business in a positive way. They all take action and make things happen.

STAYING POSITIVE AND KNOWING WHAT ACTIONS TO TAKE

in every situation isn't always easy. Having the Rich Dealers® community at their disposal is an invaluable connection that helps keep our members grounded, successful and happy. Many members credit this resource alone with exponential growth in their business and life.

DEALERS WHO VALUE THEIR EMPLOYEES RELY ON JIMMY VEE & TRAVIS MILLER:

BECAUSE FINDING, PROTECTING AND GROWING COMPETENT AND LOYAL EMPLOYEES is a prerequisite to having a business and life that are ESP—Enjoyable, Simple & Prosperous®. Profitable dealerships require good people to make them run effectively and efficiently, allowing the owners and management time to focus on growing the dealership. Smart dealers go to work everyday not only for themselves but also for the growth and betterment of their employees. These dealers also realize they wouldn't have what they have or be able to do what they do if it weren't for the people they employ.

ONE OF THE NUMBER ONE GOALS OF DEALERS WHO VALUE THEIR EMPLOYEES, treat their employees with respect and cultivate quality people in their organization is to attract and retain the best talent available. Our systems allow you to create a blueprint for success and build a business that attracts superstar talent. The success Rich Dealers® guarantees empowers you to hire and retain the best people you can find.



DEALERS WHO CARE ABOUT THEIR **CUSTOMERS** & THEIR **COMMUNITY** RELY ON JIMMY VEE & TRAVIS MILLER:

DEALERS WHO BELIEVE THEIR CUSTOMERS MATTER carry a large burden of responsibility because they must make sure they uphold a high degree of personal integrity.

THE REALITY IS DEALERS PLAY AN IMPORTANT ROLE in the communities in which they do business. Dealerships can have a major impact on their community and its residents, for better or for worse. Depending on the dealer's outlook and attitude, that impact can be big or small, positive or negative.

MANY OF OUR MEMBERS COME TO US TO HELP put their good judgment and strong values to work for them. We help our dealers leverage their already great reputation and communicate their positive value to their community. With our guidance, our members become contributors in their communities, respected leaders in their towns and advisors to their customers.



ALWAYS REMEMBER:

"Believe big! The size of your success is determined by the size of your belief."

- **David J. Schwartz**



Travis Miller
The Big Idea Guy



Jimmy Vee
The Five Foot Marketing Guy

Jimmy Vee & Travis Miller are experts on attracting customers, authors of ***Gravitational Marketing: The Science of Attracting Customers*** and founders of **The Traffic Institute**.