



PUTTING
YOUR WIDE
ARRAY OF
AUTOMOTIVE
SERVICES
RIGHT IN
THE PALM
OF THEIR
HANDS.



Providing a complete marketing solution to help you gain a competitive edge and achieve your strategic goals.

We can help you reach those goals with a solution that your customers will really grasp.

The WinkPad – an innovative new marketing tool that's a perfect fit for the automotive industry.

Understanding exactly what customers are looking for, the services they need, how they shop for vehicles, what leads them to buy and how to maintain their loyalty are challenges that face every automotive company. Without this knowledge – or with inaccurate knowledge – companies are hard-pressed to improve the customer experience and their own business performance.

The *WinkPad* will enable you to:

- Survey Customers
- Cross Sell Products & Services
- Increase Brand Awareness
- Get *your* Message out to *your* Target Audience

With the *WinkPad*, you can quickly and easily survey customers - one to one - to measure their level of satisfaction and avert potential problems before they arise. You can survey to measure need before introducing a new product or service or to get feedback on potential marketing campaigns before spending a fortune on advertising. The *WinkPad* will also enable you to better understand the demographics within each of your markets.

All consumers are not created equal – and should not be marketed to as such. After asking each customer a few select questions, the *WinkPad* will help you cross-sell your services by targeting the customer with specific information and advertisements relevant to their needs. For instance, showcase your newest models, highlighting safety information and important features, to those waiting to speak to a sales rep. Upsell products and services to customers waiting in your service department. Selling a transmission service or new tires to someone that just came in for an oil change or selling a detailing package to someone waiting for an AC charge is the most effective tool for increasing your profits. It all adds up!

At the end of the day, building and retaining a profitable customer base is what success in the automotive industry is all about.

The *WinkPad* can make your job a whole lot easier!

Stay competitive in an ever-changing business environment with our hottest new product - an interactive sales tool that can be personally tailored to the individual needs of your business. This extremely effective method of one to one marketing – your very own “private broadcast network” - will enable you to sell the Right products to the Right people at the Right time.

...and do it all with a captive audience - right in your own waiting area – without the hassle and expense of added staff.

- **It's unique**
- **It's exciting & educational to the consumer**
- **It's beneficial to your business**
- **It's a cutting edge interactive media solution**



STAY COMPETITIVE...

It's The *WinkPad*

Technology – It's Quick & It's Easy

The *WinkPad* provides endless communication possibilities - one to one - with your target market. It is a highly efficient way to market products based on specific criteria. Hand-held, stand alone and seated kiosk versions of this innovative new product are available to be tailored to the specific needs of your business. With the *WinkPad*'s innovative component, *WinkCast*, a content distribution and retrieval system, consumer interaction and feedback are in real time. Various networking options are available to fit your needs and budget. Value added services include real time online software updates, plug and play software and hardware to fit your specific requirements, front end content distribution to and from unit, and back end management and data basing of information.

Best of all – because the *WinkPad* can be implemented quickly and inexpensively – you will begin improving your sales almost immediately!



The WinkPad – an innovative new marketing tool that's a perfect fit for any industry.

PaperlessPractice™

over →

Call today to place your order or learn how the *WinkPad* can benefit your business.
800-857-6885 • www.PaperlessPractice.com.