

## Potential Customer Follow-up Message Template

### Learn How You Can Save on New Vehicles!

**Sales Professionals:** Building a relationship with potential Affiliate Rewards customers is a win-win-win! Therefore, we recommend sending a follow-up email or handwritten note within 24 hours of visiting with an Affiliate Rewards customer. You can use the below template as a guide, or you can adapt it for the specific customer and the discussion you had with them. Either way, this follow-up message will keep both you and the Affiliate Rewards program at the top of the customer's mind and will help drive them back into your dealership when they're ready to buy or lease a vehicle.

Dear <<Insert customer's name>>,

I enjoyed talking to you recently about the benefits of the Affiliate Rewards program. Offered exclusively to you as an employee of one of our premier partner companies, this program lets you buy or lease eligible new Chrysler, Dodge, Jeep®, Ram, FIAT® or Alfa Romeo Brand vehicles at an incredible discount: 1% below dealer invoice.\* You can also apply current incentives and save even more! It's an amazing deal, and we're excited to participate in this program with you.

If you have any additional questions about the program, stop by <<Insert your dealership's name>> to see me or give me a call at <<Insert your phone #>>. I look forward to speaking with you again and helping you get behind the wheel of a great deal!

Sincerely,

<<Insert your name>>

\*To receive Affiliate Rewards Preferred Pricing, the customer must provide proof that he or she is currently employed at an Affiliate partner company. Proof of eligibility may be a company ID, W-2 form or recent paycheck stub. The Preferred Price is the maximum amount that can be charged by a participating U.S. dealer for an eligible vehicle. A \$75 administration fee is included in the Preferred Price. Offer valid for up to two (2) FCA US LLC vehicles per calendar year. All eligible vehicle models may not be available at the time of purchase. Dodge Challenger Demon, 2020 Jeep® Wrangler Hybrid, and all FIAT® 500e and Ram TRX models are currently not eligible for this program. FCA US LLC reserves the right to alter the ineligible vehicle list at any time. Incentives vary by region and residency of buyer. Excludes destination, tax, title and registration fees. For complete program details, please call Affiliate Rewards Program Headquarters at 1.888.444.4321.

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## Potential Customer Follow-up Message Template

### Learn How You Can Save on New Vehicles!

**Sales Professionals:** Thanking Affiliate Rewards customers for their vehicle purchase will generate additional Sales Leads! Therefore, we recommend sending a congratulatory email or handwritten note within 48 hours of their purchase. You can use the below template as a guide, or you can adapt it to your personal style. Either way, this process will help you continue to grow your relationship with that customer and encourage them to tell their colleagues about their positive experience with the Affiliate Rewards program at your dealership.

Dear <<Insert customer's name>>,

Thank you for purchasing your <<Insert vehicle name>> at <<Insert dealership name>>. As an Affiliate Rewards participating dealership, we're excited to help you and your colleagues save big on new vehicles through this program.\*

I hope you're enjoying your vehicle! Feel free to give me a call at <<Insert your phone number>> with any and all of your automotive questions.

Sincerely,

<<Insert your name>>

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