



ROGERS**DESIGN**GROUP

Providing knowledge, skill, and expertise to grow your business

1965 Olde Haley Drive
Centerville, Ohio 45458

Phone: (610) 203-0329

fax: (603) 698-4669

email: dave.brugh@rogersdesignllc.com

www.rogersdesignllc.com

ROGERS
DESIGN
GROUP

1965 Olde Haley Drive
Centerville, Ohio 45458

Phone: (610) 203-0329

fax: (603) 698-4669

email: dave.brugh@rogersdesignllc.com

www.rogersdesignllc.com

Why Choose Rogers Design Group?

- The Rogers Design Group Team Members, and it's European Partner, The MasterMind Team has worked with over 12 global Automobile Manufacturers
- Designed & implemented Strategic Blueprints for
 - Front End Sales
 - CRM
 - Fixed Operations
 - Finance & Insurance Departments
 - Lease Sales Initiation & Lease Renewal Training
 - Internet Website Design and implementation
 - Used Car Inventory Management & Marketing
- Leading training & implementation supplier of automotive BDCs
- Over 20 years of working with dealers to help sell more cars & increase loyalty
- 20 years experience in process implementation
- Developed & delivered state-of-the-art programs for automotive manufacturers and dealers
- Helping dealers overcome challenges & opportunities with;
 - Showroom Purchase Process
 - Incoming Phone Calls
 - Internet Management & Sales
 - Unsold Follow-up
 - Sold Follow-up
 - Service Customer Contact Process
 - Sales Prospecting

Rogers Design Group

"Solutions for all your needs"

Trade Cycle Technology

The ultimate CRM tool...
Creating at the "Point of Sale"
the "Point of Resale"

Lease Sales & Lease Renewal

The tactical process that drives Trade Cycle Technology... the "how to get it done"

Finance Renewal

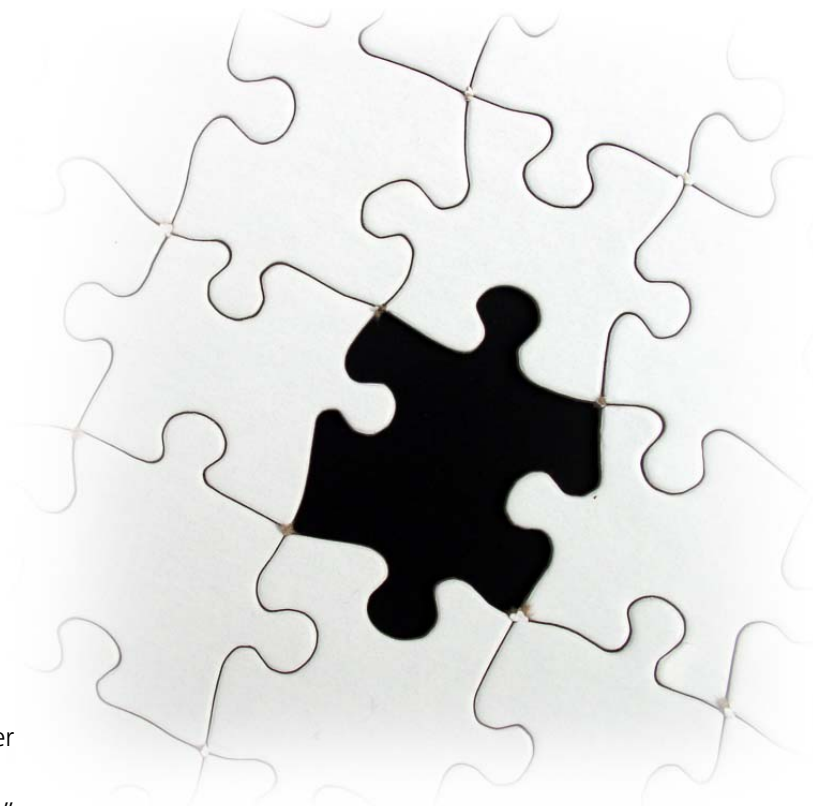
Marketing & Prospecting to your Finance Customer contacting the customer at the "Right Time" with the "Right Product" and with the "Right Message"

Used Car Marketing & Inventory Management

We help the dealers determine what selling in their markets...how to sell it... and how to manage the Used Car Inventory

Retail One-to-One: Customer Relationship Management

Tired of spending a lot of money for advertising and never knowing if it is really worth it... Retail-One-to-One can help you build an internal business development center that can reduce advertising spend, increase Showroom & Service traffic and increase Sales & Profitability



Rogers Design Group offers dealers a fresh perspective on common challenges. Our professional consultants have a combined expertise reflecting hundreds of years of automotive retailing experience.

Consulting from Rogers Design Group provides the most comprehensive and thorough consulting programs in the automotive industry. Our expertise and services deliver dramatic improvements in three major areas of dealership performance: People, Processes and Technology.

People — Rogers Design Group consulting helps make every employee your best employee with guidance and education that fosters best practice behaviors to drive dealership revenue and profits.

Processes — Rogers Design Group consultants help you establish customized business processes that increase efficiency and effectiveness while leveraging key profit opportunities.

Technology — Rogers Design Group consulting allows you and your staff to get the most out of your dealership technology by combining the best technology with the best business approaches and skill sets. Combined, these components improve how your people work so you can grow your revenue and improve the satisfaction of your customers and employees.

You can expect Rogers Design Group to help you:

• Identify Greatest Opportunities

Diagnostic assessments pinpoint the most significant problems and opportunities

• Focus On Root Causes

Evaluation of your dealership's most critical "health indicators" and getting to the root cause ensures the proper focus on these business issues so you can drive targeted results

• Create Lasting Solutions

Action planning takes place to identify and prioritize issues or problems in high-impact areas to initiate improvements that directly tie to your financial and operational goals.

• Become Your Partners For Success

Establish steps for monitoring success and continuing development



Curriculum Development and Instructional Design:

Rogers Design Group provides high level services for Automotive Retailers in Curriculum Development and Instructional Design. We focus on Workplace Adoption. We have developed techniques that help to bridge the gap between implementation and process change. Rogers Design Group uses a combination of traditional and online learning events, coupled with the appropriate media to produce a return-on-investment for both the client and the student. Rogers Design Group, with their thorough understanding of Adult and e-Learning principles have helped to produce results for clients globally.

Graphic Design:

Rogers Design Group provides the ultimate in Graphic Design Services for Automotive Retail. Staffed by a team with a minimum of 10 years experience in graphic design and automotive retail, we provide the utmost efficiencies in subject matter translation to completed page time.