



**RELIOTE**

START AND SECURITY

**GROUPON™**

# PROMOTION DETAILS

**Promotion Begins:** October 21st, 2015  
**Installation Begins:** October 22nd, 2015  
**Installation Black Out Dates\*:** Nov 25th - Dec 1st  
\*These have already been blacked-out for you on your Groupon Installation Bay  
 Dec 17th - Jan 5th

**Promotion Special:** Customer gets MESA 4415M for \$199 (Listed \$400 Value)

**Groupon Fine Print:** Limit 1 per person, may buy 1 additional as gift. Some cars require Advanced or Complex Bypass Module at a \$69 up-charge incl.: VW, Infiniti, Lexus, Acura and others. Not good on Audi, SAAB, Benz, Rover, BMW, Porsche, Volvo, or any manual transmission. System requires 2 ignition keys, one will be lost to interface unit to car. Using advanced bypass may eliminate need to lose 1 key in many cars. Add'l charge for "Push to Start". Comes w/ 1 remote, add'l remotes available for \$29. Service usually takes 8-9 hours

# CANNED RAPS

**SALES:** Thank you for calling Drive-In Autosound \_\_\_\_\_, How can I help?

**CUSTOMER:** I have a Groupon that I bought!

**SALES:** Wonderful. Our Remote Start Installations take around 8 hours, so we ask that you drop your vehicle off at 9 am and pick it up after 5 pm. Would you like me to schedule an appointment for you?

**CUSTOMER:** Yes

**SALES:** Well, it looks like I can schedule you for \_\_\_\_\_ at 9am. Were you looking to get anything else done that day?

**CUSTOMER:** No, just that.

(SALES: NAME, NUMBER, **EMAIL**, CAR MAKE, MODEL, YEAR, **GROUPON REFERENCE #**)

**SALES:** Thank you. Your appointment is set for \_\_\_\_\_ at 9am. **You will need to bring in two keys for your car. We need one key to operate the car and a second key to allow the remote start to communicate with the vehicle. Please remember to have your Groupon handy on your mobile device or printed out. Have a great day!**

# APPOINTY & UPGRADE EMAIL

Your Appointy Scheduler has been modified for Groupon. All operations in Appointy will remain unchanged by the Groupon addition. After choosing your store's location for an appointment, the customer will select "Remote Start Groupon" as their service, which will be under the "Groupon" category. This will be the top choice under our Installation Services page for the duration of the promotion. The customers only choice for drop off will be 9 AM Monday through Saturday, and they will pick their vehicle up at 5 PM.

The schedule is set to max out at three Groupon installations per day, so after three people have booked, that date will be removed as an option. You will notice there is now an additional bay in Groupon named "Groupon Installations". This is not a real bay, so you will need to find time to install the three Groupon Remote Starts throughout the day for pickup at 5 PM.

**Before close each day you will need to email the upgrade options to the customers who will be getting their Groupon Installations done the next day.** The email has been provided for you. All you need to do is gather the customer emails and send the message. You will gather the email from the appointment on Appointy by clicking the small arrow in the top right corner of their block and selecting "client details".

**\*If a salesperson schedules the appointment for a customer, they must record the customers email address, otherwise you will only have the salespersons email.**

# WHEN THE CUSTOMER ARRIVES

## RECORD THEIR GROUPON REFERENCE NUMBER

- Fill out their customer information
- Tell them what their Groupon includes "Groupon Offer Box"
- Explain their upgrade options
- Explain they will "lose a key" & offer Bypass Module
- Make them aware of vehicle-specific upgrades they need
- Calculate their total & have the sign
- Run through their final package with them one more time

## REDEEM THEIR GROUPON ASAP BEFORE ANY WORK ON THEIR VEHICLE IS STARTED! (redemption instructions below)

# REDEEMING THE GROUPON

Customers will bring their Groupon voucher printed out, or it may be on their mobile device. For print, you need the **Reference Number** to redeem a Groupon.

## How to Redeem Print

• Log into the Groupon Merchant Center @ [merchants.groupon.com](http://merchants.groupon.com)  
**UN:** @driveinautosound.com **P/W:**

- Click the barcode icon
- Type in the Redemption Code & Bill Total\*
- \*\*\*IMPORTANT: Bill total will always be \$199 in Groupon even if the customer upgrades! Customer will be responsible for paying tax at this time on \$199 + any upgrades**

## How to Redeem Mobile

- Simply click the "Mark as Redeemed" button
- Enter Bill Total\*
- \*\*\*IMPORTANT: Bill total will always be \$199 in Groupon even if the customer upgrades! Customer will be responsible for paying tax at this time on \$199 + any upgrades**



# GROUPON & TYLER

- All tickets must be billed to the Groupon AR Account (FGROUPON) at the \$199 cost
- If customer elects to upgrade you can do so on the same ticket by simply processing a middle layaway payment for the difference between \$199 & amount owed
- Write Groupon Reference# in PO# Spot
- Customer is responsible for tax on the entire ticket. Even if they do not upgrade you will perform a ML for the tax amount

Product Numbers	
Groupon Offer	RS1GROUPON
Deluxe Upgrade	RS2GROUPON
Premium Upgrade	RS3GROUPON
Additional Remote	GPREMOTE

## PRICE BREAKDOWN

ITEM	BREAKDOWN	PRICE
<b>Groupon Offer</b> (RS1GROUPON)	4415M	\$69
	Labor	\$100
	556U	\$30
<b>Deluxe Upgrade</b> (RS2GROUPON)	4405M	\$118
	Labor	\$150
	556U	\$30
<b>Premium Upgrade</b> (RS3GROUPON)	5703M	\$168
	Labor	\$200
	556U	\$30
<b>Push to Start</b>	DBALL2	\$69
	Labor	\$90
	<556U>	<\$30>
<b>Digital Bypass Module</b>	DBALL2	\$69
	Labor	\$30
	<556U>	<\$30>
<b>2nd Bypass Module</b>	DBALL2	\$69
	Labor	\$30
<b>Cell Phone Integration</b>	VSM250	\$149
	Labor	\$50
<b>Second Remote</b>	GPREMOTE	\$29
<b>Trunk Pop</b>	Labor	\$29
<b>Security</b>	<4405M>	<\$118>
	5403	\$118
	Labor	\$49

**IMPORTANT:** Groupon users, much like Google+ users, rely on reviews for a great percentage of their decision making when purchasing Groupons. Please ensure every Groupon customer clearly understands what they are purchasing & that they walk out thrilled with their new remote start. Groupon has a review board that links directly to our current & future sale pages.