MyStar
THE ULTIMATE DRIVING COMPANION

Personal Assistant

Instructions on How to Present MyStar Personal Assistant to Dealerships

Always There

Anything • Anytime • Anywhere

Presenting MyStar to a Dealership

Materials needed for dealership presentation:

1. **Spiral Bound Presentation Book**

2. **Sales Folder with All Inserts**

3. **Supplemental document binder**
   a) Private Labeled Sample Presentation
      1. Customized Handout Sheet
      2. Customized Window Sticker Sheet
      3. Customized Car Topper and Generic Customer Activation Form Sheet
   b) Program Pricing
   c) Sending Marketing Notifications
      1. Targeted Marketing Messages to Test Drive Recipients
      2. Broadcast Marketing Messages to Sales Package Recipients
      3. Notifications to Employees
      4. Automated Service Reminder Options
   d) Trial Account Activation Form
   e) Dealership Personnel List (Sides A & B)
   f) Personnel Authorization
   g) MyStar Walk In Issuance Bulletin

4. **Private label samples for the dealership you will be presenting to**
   To request a sample POS presentation customized to a dealership. Send an email to support@mystarauto.com with the Dealership name, city/state and their website address.

   Within 2 business days, you will receive a customized 3-page PDF presentation as seen in section 3a above that will include:
   1. **Customized Sales Handout (Front and Back)**
   2. **Customized Window Sticker**
   3. **Customized Car Topper**
   4. **Generic Customer Activation Form**

5. **Change the greetings and closings on YOUR MyStar distributor account to reflect the name of the dealership you will be visiting. To see the instructions on changing your greetings and the general guidelines on how to customize the scripts, please review the document titled "Changing your MyStar Customized Greetings" in this presentation.**

You should now be ready to make a presentation to a dealership!

Changing Your MyStar Customized Greetings

There are 2 points of customization that the Personal Assistant reads when you call in.

Recommended Greeting message
"Thank you for calling {Dealership Name} Personal Assistant. This is {agentname}. How may I assist you?"

Request is asked and answered

Recommended Closing message:
"Thank you for calling and remember that {Dealership Name} is number one in customer satisfaction."

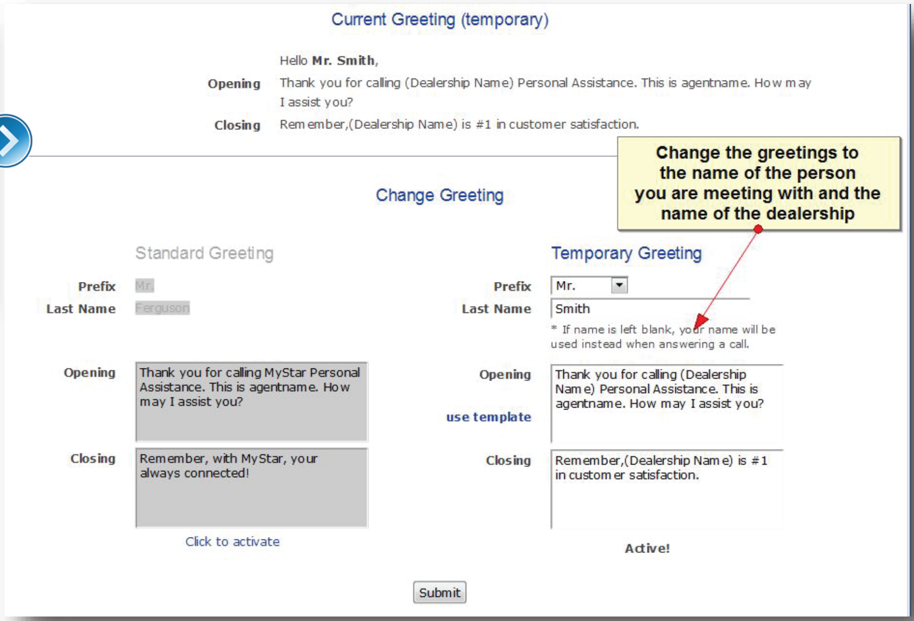
You can change both the Greetings and Closings to include the dealerships message/slogan.

To change your greeting use one of the two following methods:

1. **Call MyStar (866.519.5237) and ask the Personal Assistant who answers to change your greeting to the above customized scripts.**

OR

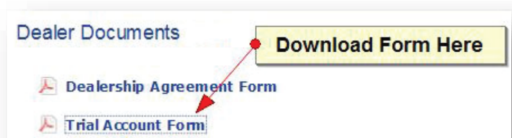
2. **Log on to your distributor home page (mystarauto.com), click "Greetings" under the profile link, and type the greeting you would like and click submit.**

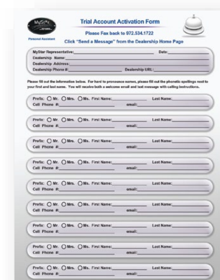


Setting up Trial Accounts

1. **What is a trial account?**
    a. **A trial account is a temporary account that is given to the decision makers in a dealership that you are trying to sign up with MyStar Personal Assistant. The trial account allows the recipient to sample the service that their customers will experience for up to 30 days & up to 100 minutes. The dealer will hear the customized dealership greeting and closing when they call their Personal Assistant. The recipient will also receive a welcome text message and email that will give them the toll-free number to call.**

2. **Collecting information to set up a trial account**
    a. **If you are only presenting to less than 3 dealership personnel simply collect their business cards. Make sure that their name, cell phone number and email is on their card. If not, please write the information on the back.**
    b. **If you are presenting to more than 4 people, please use the "MyStar Trial Account Activation Form" located in this Supplemental Binder or online by clicking on the "Sales Tools" link under the Marketing section of the MyStar distributor back end.**





3. **Adding Trial Accounts**
    a. **If you have 3 or less trial accounts to set up, then call MyStar Personal Assistant (866.519.5237) and request the Personal Assistant who answers to set up the trial accounts. Please specify how many trial accounts you have to set up and that they are all from the same dealership.**
    b. **If you have 4 or more trial accounts AND you filled out the "Trial Account Activation Form", simply fax it in to 972.534.1722.**
    c. **Log into the MyStar distributor back-end, click on "Set Up a Trial Account" and enter in the required information.**

4. **Viewing and Managing Trial Accounts**
    a. **You can view active and inactive trial accounts on your MyStar distributor back end. This will allow you to see how many calls and minutes the trial account has redeemed.**
    b. **An email will be sent to you and the trial account holder seven days prior to the account expiration date. You can renew a trial account up to 2 additional times after the initial expiration.**

Dealership Pre-Installation

1. **Meeting with General Manager**
    a. **Establish dealership install date**
    b. **Establish meeting times and number of employees in each meeting**
    c. **Collect needed data to make the dealership eligible for MyStar back end by filling out both sides of the "MyStar Dealership Personnel List"**

2. **Setting up a dealership MyStarAuto.com**
    a. **Log In and click "Set Up a Dealership"**
    b. **Fill out the next 5 pages (this entire process is detailed in the online screen casts) :**
        1. **Dealership information**
        2. **General Manager information**
        3. **Selecting the appropriate sales package**
        4. **Setting up "Walk In" text messages**
        5. **Commissions page (you will not use this page, please click through)**

3. **Ordering the dealer-approved customized POS materials**

    Send an email to support@mystarauto.com with the following information: Dealership name, proposed launch date, the date you want to receive the POS (please allow at least 5 business days) and the address to ship the materials to.

    Unless otherwise requested, you will receive the following:
    a. **Window Stickers- 250**
    b. **Sales Handouts- 500**
    c. **Car Toppers- 4**
    d. **Customer Activation Forms- 10 pads of 50**
    e. **Acrylic Sales Handout Holders- 8**
    f. **GM Presentation Binder- 1**
    g. **Employee Presentation Binders- 10**

PRE-INSTALL PROCESS COMPLETE

Day Of Dealership Installation

******Please schedule and coordinate all meetings before beginning the roll out process. This will prevent employees from arriving too early or late to meetings***

1. Meet with dealership management to ensure that all dealership personnel are present and meetings can start as scheduled.

2. Set up designated meeting room
   a. Place sales handouts in acrylic holders in a location that the employees can view and retrieve after meeting
   b. Assemble car toppers
   c. Place employee presentation spiral books and sales folders in appropriate locations

3. Conduct employee meeting

4. Conduct F&I meeting

5. Set up show room
   a. Check with dealership decision maker to determine placement of car toppers and sales handouts throughout the dealership.
   b. Secure permission to place window stickers on vehicles at the bottom right-hand corner of the windshield.
   c. Determine who the make ready team is.
   d. Meet with the make ready team and coordinate efforts to place the window stickers on every car in the showroom and on the lot. (If the dealership is including MyStar on used vehicles, make sure that the appropriate dealership personnel know to install the stickers on the select pre-owned vehicles currently in stock and on any select pre-owned vehicles delivered in the future).
   e. Determine a location for the make ready team to store the materials.
   f. Ensure that the make ready team understands to put the window stickers on all new vehicles delivered to the dealership.

6. Wrap up with Management team detailing that all the processes above have been completed and go over any open issues.

CONGRATULATIONS
THE DEALERSHIP IS NOW READY TO BEGIN ISSUING PERSONAL ASSISTANT PACKAGES!