



the **Next Up**TM

THE NEXT UP TO PLEDGE MONEY ON EVERY GUEST, PROCEEDS TO BENEFIT ST. JUDE CHILDREN'S HOSPITAL.

To celebrate the return of automotive demand, The Next Up will give money to St. Jude Children's Research Hospital for every fresh guest and appointment entered into their system in the month of September.

The Next Up, a retail sales process (RSP) proven to improve dealership sales, today announced the company will donate a cent for every new guest and five cents for every appointment that come in to their dealership client's showrooms in September. Proceeds will be given to St. Jude Children's Research Hospital whose mission is to find cures and help children with cancer. In addition to the total funds for guests, The Next Up will give a \$500 donation to the hospital for every new client who signs up to use The Next Up process in the month of September.

The donation is a way for The Next Up CEO Clint Burns to help celebrate the return of the automotive industry, while also highlighting the size of the opportunity increased dealership walk-in business represents as the economy returns. According to a recent report on CNN and elsewhere, the automotive industry has roared back this month with car sales back to pre-recession levels.

"We'd like to use this donation to show our clients just how big the current opportunity is for the taking. Our donation will not only help St. Jude, but also prove just how many walk in and appointment guests dealerships have access to each month. If they could sell even 20 percent of the opportunity, their revenues would skyrocket," said Burns.

Streamlining and analyzing a dealership process is at the heart of The Next Up's services. By implementing a standard retail sales process and accessing the easy-to-use technology, dealerships are able to have only the necessary reps up front and ready to greet guests while the rest of the sales team follow-ups with to set appointments. The Next Up helps general managers provide accountability for their sales staff and the true numbers of prospects walking in their doors daily.

"We're giving more money for appointments than new guests because we want our clients to win as well. Appointments have a 45% closing rate compared to a fresh guest. Dealerships need to focus on the appointments and the opportunities they create. With this promotion, everyone wins – the dealerships book additional appointments, new customers are able to see how The Next Up can revolutionize their showroom process and of course, we're able to give back to St. Jude," said Burns.

The donation amount will be determined through back end usage data based on each client of The Next Up and the amount of new clients and shown appointments in September.

For more information about The Next Up and their Retail Selling Process, visit www.thenextup.com.

Laurie Halter

Charisma! Communications

Ph (503) 245-3140

Laurie@charismacommunications.com

About The Next Up:

The Next Up is a Retail Sales Process (RSP) that has proven to make sales teams more effective and increase test drives, write-ups and sales. By combining a closed floor selling system and easy-to-use technology, General Managers and Sales Managers are able to queue up sales leads in the door and level the playing field for their sales staff. The result is more time spent with each lead, increased test drives and higher sales numbers overall. For more information on The Next Up, please visit www.thenextup.com.