

## **ATTACHMENT 1B**

### **KEY MESSAGES FOR EMPLOYEE LETTERS**

- Do NOT need to name dealership.
- I have worked at dealerships for \_\_\_ years.
- These new rules would confuse my longtime customers and really frustrate first-time buyers.
- I don't understand how requiring additional forms is supposed to reduce the time necessary to complete a sales transaction. That's just not possible.
- Our sales process is transparent, and, as a direct result, our customer satisfaction scores are routinely high.
- Our goal is to create a satisfied customer, a customer for life; someone who will tell friends and family members to come to our dealership.
- I take considerable pride in meeting the individual needs of customers because every customer is different.
- I treat my customers like I want to be treated and like I want my family to be treated.

#### **Finance Office**

- I've been doing this for \_\_\_ years.
- Every customer has unique needs, and we offer a range of products to meet those needs.
- We use transparent menu selling, with software, that the customer clearly sees throughout every step of the process.
- The market is super competitive. We must compete to earn a customer's business.
- The last thing we need is to create more forms and take more of the customer's time.
- And we are doing a lot more online, so these new regulations could set our customers back.
- Share a specific anecdote or customer testimonial.

#### **Sales Staff**

- I've been doing this for \_\_\_ years.
- Today, the average customer has done their homework online.
- We work directly with customers online.
- We really stepped up our online presence during COVID.
- This rule would make it harder for me to have helpful discussions with consumers online.
- Share a specific anecdote or customer testimonial.

#### **Service Department**

- I frequently see the value of extended service contracts. Customer really appreciate the extra protection for unexpected repairs.
- Cars today are so complex, that repairs that seem minor often cost a lot.
- Share a specific anecdote or customer testimonial.