

How to Effectively Engage Military Car Buyers



PROVIDE A MILITARY BUYER WITH AN EXCEPTIONAL EXPERIENCE

1

COMMUNICATE

2

PREPARE

3

EXECUTE

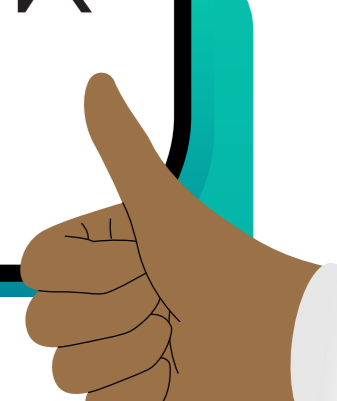
1 COMMUNICATE

Address member by rank



Thank military member (and their family) for their service

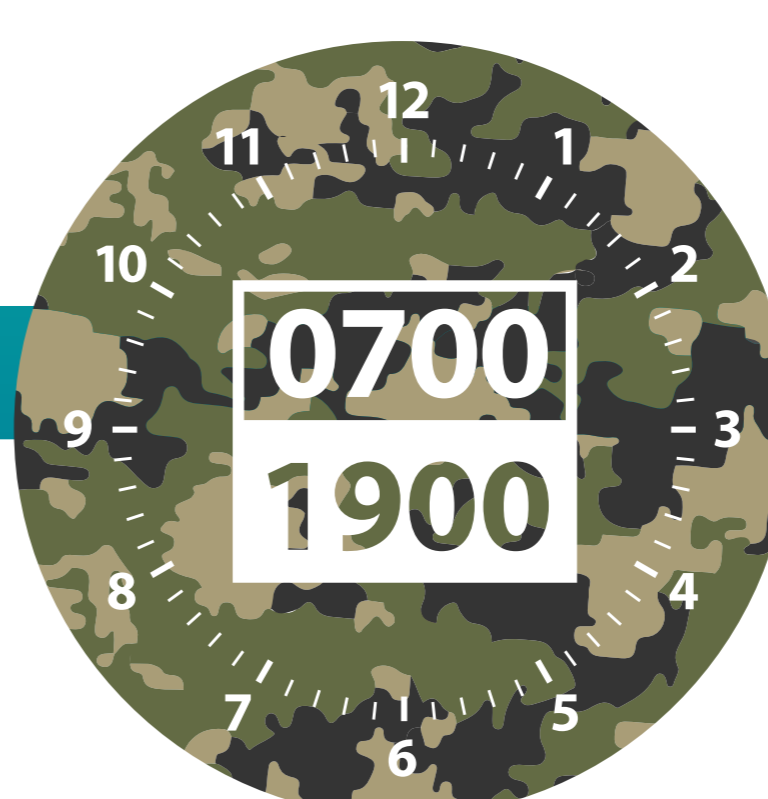
Thank you!



PRO TIP:

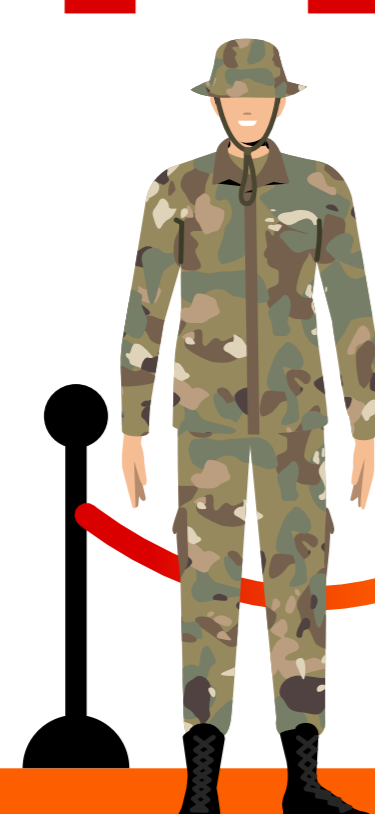


Consider recording a personalized video for your military customers



Use military time if appropriate

2 PREPARE



VIP appointment verified by a manager



Assign military prospect to senior performer ahead of time

PRO TIP:



Ensure that your military buyer is getting all the benefits that they qualify for:

- OEM benefits
- Post-sale benefits
- Exclusive benefits funded by TrueCar

Have vehicle ready for inspection



Military Appreciation Package*

- \$500 - \$4,000 Bonus Cash from Select Manufacturers
- Up to \$4,000 Worth of Benefits for Repair and Auto Deductible Reimbursement**
- Dedicated Military Customer Service Hotline (866) 850-8318

SMART MOVE:

Set the military member up for success

Let your military customer know what documents the car maker will require as proof of military status. These could include:

- Leave and Earning Statement (LES)
- Military ID
- DD form 214



3 EXECUTE

Digital appointment board/car hangtags with member's name



Have senior manager greet the military member at appointment time

Show your support with your local Veteran community while engaging your team

We are honored to work with several programs that benefit service members:



Team Red, White & Blue's mission is to enrich the lives of veterans by connecting them to their community through physical and social activity.



Disabled American Veterans (DAV) is a nonprofit organization with over 1 Million members, dedicated to empowering veterans to lead high quality lives with respect and dignity.

Would you like to connect with these military organizations? We can help! Reach out to us at militarycommunity@truecar.com.

SMART MOVE:



Respect the military buyer's time by being prompt

Insights powered by the more than 2 Million military car buyers who have connected with our dealer partners over the last decade. For more information about TrueCar, visit truecar.com/dealer.

Follow us @TrueCarDealers



*Consumers must report the purchase of their car within 45 days
** Some benefits are not available in New York or New Hampshire

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