



Provide a Military Buyer with an exceptional experience

- 1
- COMMUNICATE
- 2
- PREPARE
- 3
- EXECUTE

COMMUNICATE

- 1

Address the military member by rank
- 2

Thank the member (and their family) for their service
- 3

Use military time if appropriate

PRO TIP

Consider recording a personalized video for your Military customers

PREPARE

- 1

VIP appointment verified by a manager
- 2

Assign the member to a senior employee ahead of time
- 3

Have vehicle ready for inspection

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

**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

PRO TIP

**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

EXECUTE

- 1

Digital appointment board/car hangtags with member's name
- 2

Have a senior manager greet the military member at appointment time
- 3

Respect the military buyer's time by being prompt

SMART MOVE

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.

The Gary Sinise Foundation serves our nation by honoring our defenders, veterans, first responders, their families, and those in need. They do this by creating and supporting unique programs designed to entertain, educate, inspire, strengthen, and build communities.

wear blue: run to remember's mission is to honor the service and sacrifice of the American military through active remembrance.

Would you like to connect with these military organizations? We can help! Reach out to us at [militarycommunity@truecar.com](mailto:militarycommunity@truecar.com)