



Scott Lewis Associates, Inc. Combines Sales AND Marketing Power to Produce Winning Solutions

Create a Stellar Marketing and Sales Plan, Increase Pull-Through Rates, and Elevate Sales with the Comprehensive Sales and Marketing Team at Scott Lewis Associates, Inc.

What does it take to succeed in the automotive world? The answer is integration, something the team at Scott Lewis Associates, Inc. understands and executes very well. With more than 150 years of combined experience in the aftermarket automotive industry, SLAI has a unique perspective (and advantage), offering marketing and sales efforts that work in tandem to deliver winning solutions to their clients.

Why Use a Marketing AND Sales Agency?

Over the years, manufacturers have tackled marketing in one of two ways: hire an in-house team or outsource to an agency. Hiring the people needed internally to effectively run a marketing team and execute plans is a huge undertaking (and a huge expense) in time and money. Contracting with a marketing agency can cut down on the expense a bit, but traditional marketing and ad companies only take care of the 'front end' work. And often times, they create elaborate campaigns and promotional materials without conveying the right message to the end consumer, or they run promotions without communicating said plans to the sales team.

SLAI is different. Their integrated technique combines a robust marketing team and savvy sales team, a powerhouse pairing that provides everything you need to amass the sales and profits you desire to win big in the marketplace.

How SLAI Saves You Money

Scott Lewis and Associates' approach to marketing and sales centers around communication, planning, and effective execution. They start by getting to know your business, your vision, and

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what you have to offer. Using that information, the marketing team creates a comprehensive plan, with key benefits of each product, product line, or brand highlighted in the marketing materials with messaging that speaks directly to consumers' wants and needs. Once a plan and supporting materials are created, SLAI's sales team gets to work leveraging its vast network of industry leaders. Their deep connections in the automotive space allow them to cultivate and build key relationships and partnerships.

Throughout the entire creative and selling process, SLAI works with manufacturers to deliver both marketing and sales power, and their fee structure is based on that as well. They work in lockstep with their clients to ensure marketing and sales efforts produce sales (and in turn commissions). And their collaborations lead to long-time loyal customers.

Communication is Key

Communication is certainly key. It's also where many companies falter. They (or their agency) create solid, comprehensive marketing plans and amazing pieces of literature. But when you fail to follow through and inform the sales team of your plans, it's like making the greatest product in the world and letting it fall off the end of the conveyor belt. SLAI closes the communication gap, bringing everyone into the fold so there is no guessing what needs to be done. Everyone is on the same page about what is being promoted and how, so they can use the materials and spread the word. That integration translates to increased pull-through rates and an increase in sales and revenue.

Bottom line: the team at Scott Lewis Associate, Inc. values its manufacturing partners. They know the importance of branding and staying true to tone and voice. They understand the target audience each manufacturer is selling to, how to reach them, and how to ensure they move through the sales funnel effectively. They know that integrated marketing and sales planning leads to winning solutions, and they look forward to providing that same great service for you.

Contact SLAI today: info@scottlewisinc.com, (516) 378-6100, scottlewisinc.com