

# A B2B focus



With a strong dedication to the business and a little help from GM, commercial dealers can see real boosts to their bottom line.

“There are so many benefits to working with business-to-business customers that dealers who really focus on the market can reap big rewards,” said Jim McCallum, director, Dealer Operations, Fleet and Commercial Operations.

These rewards go far beyond the immediate sale. In many cases, of course, these commercial customers rely on the dealership for their parts and service needs. Cultivating a good relationship with the customer also means repeat business. Loyalty is high and purchases are predictable and consistent, based on need rather than on the latest vehicle fad or the current incentives.

According to Tom Durant, dealer operator at Classic Chevrolet in Grapevine, Texas, “Commercial business is something that needs your full commitment. The rewards are there and it will pay big dividends to dealers who are deeply involved in the commercial side of their operations.”

In addition, employees of companies using business vehicles — and their friends and families — make for excellent retail-sales opportunities.

Commercial dealers can make business even better through strategies like:

- taking full advantage of GM’s marketing and advertising programs
- consulting with their GM commercial sales manager
- participating in commercial product and sales training
- setting up employee purchase plans for B2B customers

The key, McCallum said, is to be fully engaged in the business — a philosophy echoed by Billie Nimmicht of Nimmicht Chevrolet, Jacksonville, Fla.

“Dealers really need to commit to the commercial business. It’s predictable business, it’s sustainable business and it’s profitable business,” Nimmicht said.



“Connecting to motorsports through on-car and team branding helps shape consumer attitudes and differentiate GM products from competitors.”



# Business

## *fast track*



A NATURAL-BORN WINNER: The C6.R Corvette makes its racing debut at the 12 Hours of Sebring on March 19.

Consider GM Racing efforts as a fast track to helping strengthen your business. It's an enterprise building brand awareness, motivating your sales force and potentially driving consumers into your showroom. Like any successful effort, GM Racing is backed by a winning team — GM Racing Business Development.

Formed three years ago, GM Racing Business Development was designed to forge partnerships with both outside companies and entities within GM. By targeting high-quality brands and companies fitting strategically with a specific GM brand, a two-way relationship is formed that benefits both parties. GM is then able to extend its marketing reach

through these sponsors, while dealerships benefit from the association with other top-notch brands.

“Connecting to motorsports through on-car and team branding helps shape consumer attitudes and differentiate GM products from competitors, which can lead to increased sales opportunities for GM dealers,” said David Pettit, GM Racing Business Development manager. “GM partners are able to utilize a number of GM marketing platforms, including licensing, advertising

and communications, tours and road shows. Our partners also benefit from exposure through electronic media, including television and the Internet.”

GM participates in four major types of racing that provide different marketing opportunities: stock car, sports car, open wheel and drag racing. Through these efforts, GM Racing Business Development is building a constantly growing “family” of GM-powered partners, including XM Satellite Radio, Compuware, Bose, Mobil 1, Motorola and others.

For more information on GM Racing, visit online at [www.gmracing.com](http://www.gmracing.com).