

## **Salesman Rebate**

The vehicle manufacturer gives and deposits \$25 (for example) from the sale of every new car directly into the CAN-De Fund associated with a particular salesperson from the dealership whenever that particular salesperson sells a new car.

A new marketing campaign is preferably targeted and advertised to the public as "Get to know your Salesman, he holds additional rebates".

The intent of the marketing campaign would be to provide consumer confidence, especially during the current market conditions, and to improve the reputation of vehicle salesperson. Further, the marketing campaign would improve the relationship between consumers and salesperson, especially since the salesperson would have control over the amount that can be used as his OWN REBATE on any particular customer (depending on circumstances and need of that particular customer). In other words, the salesperson would offer a custom rebate amount to a particular customer. A benefit of this would be to strengthen the relationship between the consumer and salesperson. The rebate amount that each salesperson has to deal with would be dependent on how much the salesperson has available in his CAN-De Fund. This empowers the salesperson more and would increase salesperson respect. Once again, this benefit would come directly from the salesperson as a supplement to any and all rebates already coming from the manufacturer and dealership.

Likewise, under appropriate circumstances, cell phone sales may make use of CAN-De Fund similarly.

It is my experience that many sales are lost, not because of product quality or presentation but because there are too many variables involved. With the marketing campaign described in this Rebate, the added rebates may reduce and eliminate some of the variables that often end up as a NO SALE, thus increasing sales.

Sometimes there are salespersons that do their own out-of-pocket advertising. In this situation, a salesperson rebate could be advertised and used on store advertising where that salesperson's rebate could include the name of that particular salesperson. There are top salespersons that would have higher balances available for rebates because they have more sales.

Each advertised vehicle for that salesperson's rebate could have a different name or not.

Example: right beneath "power discount" on the following page:

Roberto Reyes Discount (or Rebate ) ..... \$300

OR

Salesman Discount (or Rebate ) ..... \$500

Vehicle sales deals may even be divided between two salespersons. In this instance, each salesperson would preferably get credit for ½ sale or deal and the salesperson may split or double that discount rate.

I am looking for a company to either buy into my idea through licensing or by purchasing into it.

Once again, any company having exclusive use of CAN-De Fund would have a huge competitive advantage and it is at this point where I am flexible. I can make it inexpensive and very cost efficient to allow my invention to be implemented.