



LIMOUSINE **EXPERT**

We Can't Predict the Future. We Create It.

**THE LIMOUSINE
MARKETING
AGENCY**





Executive Summary

Limousine Expert is a leading ground transportation consulting firm providing business and marketing solutions to the limousine operator. We create partnerships and implement strategies to communicate effectively with your target audience and focus performance. We bring strategies, marketing, customer service, innovation and product/service management together in an organized framework designed for your business that gives you clear competitive advantages.

We offer our client's access to other exclusive sales tools that no one else offers in our marketplace. By utilizing these tools, you will be able to gain a large market share without having to lower your prices. In the present economic environment, you must aggregate and offer new value services to your clients in order to gain an edge over your competitors. Marketing is the only segment of your business that brings new clients and additional revenue, so it is crucial to maintaining a consistent effort in order to maintain constant growth.

The New Marketing Paradigm

Marketing is not a program, activity or strategy. Marketing is an integral part of your business value chain. Making marketing, a driving force is the key to growth and profits.

Success is a Choice not a Chance and the companies that choose to market their business consistently are the ones thriving. External factors, such as a bad economy does not make a company; it simply reveals it.

There is another trend that must be observed. Marketing is no longer an option. The vast amount of information available on the internet, social media, emails, and, etc. has created customer disloyalty. Customers are constantly bombarded with information and offer from your competitors that intensify the needs for a greater marketing effort just to maintain your customers.

Marketing is not only to bring more sales but also to have your customers buy more with more frequency. A value proposition is the key to creating brand differentiation to gain market share without competing based on rates.

Marketing is serious business, a professional discipline that needs to be performed by professionals that are competent and skillful just like any other crucial activity in a transportation company. Ultimately, a company is in the business to market and sell its services to make money for its shareholders and marketing it is the only variable between success and failure.

Action Plan and Marketing Strategies

Our marketing programs are intense; high volume and results oriented. We will target the right prospects utilizing proven, tested methods and strategies. We get maximum results from minimal resources by utilizing leading edge technology and innovative marketing concepts. We will deploy a wide range of online and offline techniques, targeting a variety of prospects in many industries ranging from luxury hotels to Fortune 500 companies. Our program has been tested extensively in industry platforms, and its success has been proven and thoroughly documented.

We will customize your marketing campaign to reach out to your target market. We have very successful strategies to solicit customers in the private and public sector, leisure, and corporate travelers.

We have achieved great results in the past working with Hotels, Large Corporations, Destination Management Companies, Convention and Visitors Bureau, Individual Executive Travelers, Travel Agencies, Global Transportation Companies and Global Distributions Systems. As of January 1, 2016, Limousine Expert has delivered 100+ corporate accounts and over 65 hotel agreements for its customers.

Consulting Objectives

Our company will leverage our core strategies in prospecting, marketing, sales, design, advertising, promotions, branding and market research to provide specialized services to increase and diversify your customer base, raise revenue and implement strategies to drive demand.





Deliverables

The consultant will provide training, guidance and mentorship via telephone, email, and video link. Materials will be provided in writing via a cloud-based secure file system. Written reports and key performance indicators (KPIs) will be customized and based on the customers' needs and specifications.

Market Penetration

The marketing business model is multidimensional, thus increasing the company's growth potential by engaging in on all private and public segments of the chauffeur transportation industry.

Marketing Plan

We implement comprehensive plans to reach your target market by utilizing a wide range of online and offline strategies. Please see a sample of marketing strategies that we will be utilizing for your organization.

Private Sector Prospects

offline	Corporate Travelers	Travel Managers	Purchasing Manager
	Inhouse Travel agencies	C-Level Executives	Professional Relations
	Human Resources	Sales and Training	Vendor Relations
	Board members	Executive Assistants	Event Managers
	Department Heads	Sourcing Managers	Supply Chain Managers

Corporate Travel Individuals

Financial	Pharmaceutical	Technology
Environment	Oil and Gas	Defense Contractors

Other targets

Client Referrals and Development	Fortune 500 Travel Managers	Global Distribution Systems
Bring Customers Back	CVB, DMO and Event Planners	RFP Purchasing Managers
Hotels and Resorts	Road Shows and Tailgating	Acquisitions and Alliances
Local and National Affiliates	Corporate Property Managers	Corporate Housing
Head Hunter Companies	Media Production Agencies	Lawyers and Insurance Companies
Airlines and Fix Based Operators	Country Clubs and Concierges	Universities and Private Schools
Sports and Celebrity Agents	Relocation Companies	Non-Profit Organizations
Hospitals and Outpatient Clinics	Charitable Organizations	Fund raiser organization
Home Owners Associations	Weddings and Proms	Transportation Affiliate Managers
Senior Marketing	Funeral Homes	Spanish market
Acquisitions	Accreditation	Profitable surveys
Low hanging fruit	Destination Management	Strategic Alliances
Industries Associations		

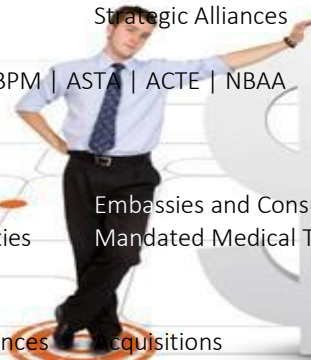
GBTA | MPI | HMA | LLA | LD | LCT | NLA | MLOA | ABPM | ASTA | ACTE | NBAA

Public Sector

Armed Forces	Defense Contractors	Embassies and Consulates
Municipal, state and federal	State colleges and universities	Mandated Medical Transportation

Non-Asset Revenue

Going Global	Upselling	Bring Them Back	Alliances	Acquisitions
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Corporate Accounts RFP Training

RFP Best Practices
 Streamline Proposal Creation
 Increase RFP Visibility
 Which RFP Engines to invest
 Private versus Public RFPs
 RFP Platforms and Databases
 RFP, RFQ, RFI and RFT Variations
 Disaster Recovery Plan
 Ensuring service consistency

RFP's Emerging trends
 Procurement Corporate Culture
 Value Proposition Approach
 Optimal RFP Structure
 Governance Structure
 Procurement Databases
 Corporate Sustainability
 Driver Management
 Organizational strengths

The Anatomy of an RFP
 Electronic RFP Platforms
 Gain Competitive Advantage
 Reverse RFP Strategy
 Boiler Plate Fallacies
 Quality and Completeness
 Differentiation USP
 Driver Fatigue management policy
 Supplier diversity program

online

Brand development
 Email marketing platform
 Register with 90+ search engines
 Digital Technology
 Conversion rates analytics
 Website retargeting strategy

1000 emails broadcast daily
 AdWords Secrets
 SEO optimizer software
 Website Best Practices
 Website Analytics
 Image portfolio development

15000 corporate emails
 SMS marketing
 Video technology
 Personal & Business LinkedIn Profile
 Social Media Marketing
 Leading edge technology

Additional Marketing Tools

Marketing alone will not increase your profits; a good company must also have adequate infrastructure in place in order to meet client's needs and expectations in a timely and cost-effective manner.

We will show you how to create cost-containment reports to your clients, service incident resolution processes that will reduce your complaints by 90%. You will define your performance to your clients instead of allowing them to define you. We will also offer access to other exclusive sales tools that no one offers in your market place.

By utilizing these tools, you will be able to gain a large market share without having to lower your prices.

In the present economic environment, you must aggregate and offer new value added services to your clients in order to gain an edge over your competitors.

Marketing Collateral

Limousine Expert will produce corporate, meetings and events flyers and presentation packages at no additional charge. We utilize infographic imagery with the right psychographics content triggering the customer to buy your services.





Prospecting

Limousine Expert has access to millions of qualified emails from all industry segments. American Corporate Traveler Executives, Meeting Professionals International, Global Business Travel Association, National Business Aviation Association, Sales Force and American Society of Travel Agents allow us to deliver the most qualified leads available.



Measures of Success

Data-driven processes will be implemented in order to collect accurate information related to the project. Leads, lead conversion, new customers, additional runs and additional revenue are just some of the metrics.

Value to the Customer

The quantification of Return on Investment (ROI) expressed in terms of revenue, profitability, business process enhancement opportunities, and cost savings can be reasonably expected to be achieved. It is reasonable to expect that once our initial marketing strategies are implemented, you will increase your revenue significantly within 30 days. However, the objective is not to bring a few individual airport transfers, but to build the framework of a company that drives sales and gains new customers on a consistent basis for many years to come.

In order to provide a dollar figure, an intimate understanding of an organization's circumstances including strategy, business processes, and people is required. Because of the unique nature of every business, implementing an evaluation process utilizing analytical tools will have different impacts.

Management Access and Support

Fostering joint accountability is a critical factor in achieving project success. The consultant will require access and support in order to be effective and efficient in delivering his services. The role of the management in designating and requiring accountability of the project stakeholder is critical to achieving success.

The client is responsible for internal scheduling, reasonable access to key personnel, onsite administrative support if necessary and reasonable access to the past and current information that would aid the project's progress.

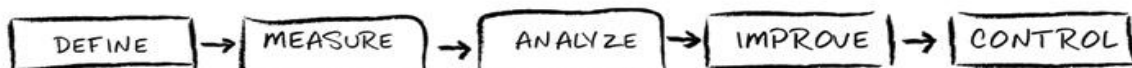
Engagement Methodology

Advisory, collaborative, and consultative services will provide. The consultant and his team will mentor, guide and execute the strategies with your team.

Operational Management

Limousine Expert has extensive knowledge in operational management best practices. Driver hiring and training, Six Sigma process implementation, job descriptions with duties and responsibilities, budget creation and profit and loss evaluation, telephone sales and skill set development are just a few.

Benchmarking	Operational accuracy	Fail safe measures
Leading edge technology	Processes and procedures	Driver management
Job descriptions	Personnel training	Breakthrough products
Cost Management	P&L analysis	Rapid growth strategy
Business Sustainibility	Reduce lapses in service	Six Sigma methodology
Driver Management	Performance measurement	Seasonal strategy
Competitive advantages	Telephone Skill set development	Quality control measures





Terms and Conditions

The cost of our services varies and will be determined after the initial consultation. Our rates are project based and not limited by completion time. The fees can be divided into three equal payments, starting at the Agreement execution, 30 and 60 days thereafter.

Time Frame

Due to the uniqueness of each company, the consultant estimates that it will take approximately three months for full implementation. Some of our strategies will allow you to increase your revenue by 10% in 30 days, gain new runs in 72 hours, but most importantly grow your business organically for many years to come.

Iron Clad 100% Results Guarantee!

A satisfaction guarantee is offered to all clients. If we fail to provide the services agreed upon, a refund will be issued upon a written request. The consulting agreement may be canceled with or without reason by either party without penalty or any additional financial implications.

Our Team

- Bruno Teixeira – Consultant
- Gabrielle Cabrera – Customer Support
- Brent Shapiro – IT Developer
- Manuel Serrano – Email Marketing Management
- Sam Laskowski – Graphic Designer
- Samie Lee – Strategy Content Writing
- Jacqueline Afonso – Contract Management and Paralegal
- Ivy Marione – Lead Generation

In my 30 years in the industry and after working with over 300 companies, I can assure you that the economy or external factors do not make a company's bottom line, it simply reveals it. I have several customers' that doubled their revenue last year.

The companies, which are very profitable, are not always the ones with the best fleet or best service but the ones with the Best Marketing; they are always driving sales by bringing new customers and more revenue by consistently promoting and marketing their services.

Thank you for the opportunity to introduce our services.



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A Journey of a thousand miles

Starts with a first step!

