

Merchandising

To reinforce the product and advertising approach outlined for the Mustang SVO, the following list suggests merchandising areas in which specifically tailored programs might be implemented:

1. Dealer Intro Show
2. Intro Direct Mail
3. Showroom Display
4. Support Literature/Print Materials
5. Salesman Training
6. Service Department Involvement

Considerations under each topic are provided below.

Dealer Intro Show

- Emphasize motorsport relevance (IMSA, Nelson Ledges).
 - Have a motorsport personality present for testimony/Q & A (perhaps with film of a test drive by a known driver such as Bobby Rahal or Jackie Stewart).
 - Provide product handout telling the story and technical features of the SVO.
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Intro Direct Mail

- Immediately prior to Intro, send an invitation letter to target demographic audience (professionals, owners of target import cars, and members of Shelby and other Mustang clubs). Such a letter would convey excitement and praise for the car, and provide enticing technical detail. It could be signed by a Ford "factory" driver, such as Bobby Rahal, by a recognized "enthusiast" Ford executive (e.g., Donald Petersen, Michael Kranefuss), or perhaps by the local dealer.
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Showroom Display

- Kiosk providing technical highlights

- "X-ray" electrostatic or easy peel feature appliques to place on car in showroom (Pointing out technical highlights)
 - Flip chart containing clear acetate overlays with which the salesman/ prospect can "build" car.
 - Competitive comparison chart showing key comparators(see Competitive Comparason section).
 - Video materials showing motorsport heritage, product capabilities, technical innovations, etc.
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Support Literature/Print Materials

- Supplementary glovebox booklet which welcomes the owner to the exclusive "world of SVO". Show heritage, philosophy, development, and features of the Mustang SVO. An "after-the-sale" sales piece, which reassures the new owner of his good choice of car. Something the new owner will proudly share with friends.
 - General showroom booklet describing Ford involvement in motorsport -- a layman's guide to what, who, how, and why. This supports a credible environment for the SVO prospect.
 - Showroom poster reflecting messages of advertising/brochure.
 - Give a complimentary copy of Bob Bondurant's new book, Bob Bondurant on High Performance Driving (\$11.95 retail value) with delivery of each SVO.
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Salesman Training

- Provide a dealership launch book providing the following:
 1. Mustang SVO & competitive product information
 2. Performance driving glossary (oversteer/understeer, importance of ergonomics, double clutching, heel-toe, etc.)---relevance of SVO features.
 3. Demographic/psychographic profile of target prospects ("serious driver" explained)
 4. Professional treatment of import prospects
 5. IMSA/SCCA description
 6. Recommended test drive procedure (predetermined route)
 7. 6-position selling features of the Mustang SVO
 8. Service treatment of prospects/owners
 - Arrange for presentations to dealership sales personnel by Ford representatives (District, Division Sales Training, SVO, outside agency) regarding professional representation of the car.
 - Assure that all district and dealership sales personnel drive the SVO.
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Service Department Involvement

- Salesman introduces Mustang SVO prospect to service manager as part of selling procedure.
- Service personnel drive the SVO to gain earliest possible appreciation of its attributes.
- Service Manager (or salesman) critically road test each SVO prior to delivery -- assure that the car is "perfect".
- Service Manager has a formal schedule to telephone SVO owners to ask if happy with car...if he can answer any questions/provide any assistance.
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