

MARKETING

VORTEX FUEL SAVER

Vortex encourages its Independent Sales Representatives to be innovative and find new ways of selling the **Vortex Fuel Saver**; please share any new market niches and/or marketing methods with us. (Remember to join the Yahoo! Discussion group to share ideas with other Representatives.) Presented below are several marketing systems that have worked for other Representatives. You can make money via personal sales to consumers or to fleets, setting up Retailers, or recruiting other sales people.

Personal Sales

Sales made to individuals of one or two systems, or fleets, can be very profitable given the discount level at which you can buy **Vortex Fuel Savers**. Vortex strongly recommends that you find a qualified Installer to do the installations. This Installer may also become a Retailer, earning you additional income. When selling to individuals, you should always ask for referrals, as after you get started, you can make a very nice income simply going from referral to referral. There are also groups of individuals, primarily in sales professions, where getting one person in an office leads to many sales – real estate, life insurance, home repair and direct sales to name a few – a “psudeo-fleet.”

With just three sales per day, you can make over \$100,000 per year!

There is almost universal disbelief that the **Vortex Fuel Saver** actually does what it is supposed to, so expect it. You may have to offer some free demos to get started, so pick initial prospects that have a following – branch manager of a sales office, minister, politician, etc.

One interesting way of approaching a prospect for the **Vortex Fuel Savers** is explain that you are just getting started selling the **Vortex Fuel Savers** and would like to verify that they indeed do work on cars other than yours. It takes the pressure off them to be an immediate buyer and lets them think they are helping you. Have the prospect obtain an emission test on the vehicle, install the system, drive around the block (or better yet have them do it so they don't think you tampered with the vehicle somehow) to energize the fuel, and then have the vehicle tested again.

Carbon Monoxide (CO) and Nitrous Oxides (NOx) should show immediate, significant reductions. After explaining the significance of emissions being unburned fuel, and that emission reductions equate to mileage increases, you will probably end with a customer. As an aside, the Hydrocarbons (HC) may initially increase as the built up, existing carbon and varnish is removed and moved through the system, going out the exhaust.

Alternatively, many newer vehicles have on board computers that display the current miles per gallon (MPG). Although true results won't be known until after the Stabilization Period (three tanks of gas and an oil change), after installing a **Vortex Fuel Saver** some vehicles have displayed immediate increases in the MPG. Prospects should notice a virtually immediate increase horsepower as well. Make sure the air filter is clean, or better yet, install a new one, when installing the system.

If you are obtaining an emissions test for the demo, make sure the tester is aware of what you are doing and you end up convincing two prospects with one demo! Even if not doing an emissions test, you might want to have someone install the system at a prospective retail outlet so that they get to see the results and get to see how easy it is to install a **Vortex Fuel Saver**. You will likely end up with at least an Installer and probably a Retailer as well.

While you can do the installations yourself, your time may be better spent getting more sales. Establishing a network of Installers frees up your time to continue selling. Professional installers typically charge between \$20-40 per vehicle for an installation time of less than 15 minutes. The Installers should be encouraged to become Retailers.

Fleet Sales

There are many types of fleets which could be sold to in quantity. One of the first that comes to mind is taxi cabs, however, in most large cities, the taxi cabs themselves are owned by the medallion owner while the gas purchases are made by the drivers renting the car for the shift, so there is a disconnect between the owner of the vehicle and the fuel buyer. However, in many smaller markets the owner pays for the fuel so they are a viable prospect. There are fleets similar to taxis, such as limo services and airport transportation shuttle services, where the owner of the fleet also pays for the fuel. It is not uncommon for these vehicles to put on 80,000 to 120,000 miles per year, so the dollar savings will be significant!

There are numerous fleets composed of autos and light trucks – legal courier services, medical delivery, ambulance service, uniform rental, police forces, plumbers, electricians, and others. This type of sale may require a free demonstration since it seems nearly everyone has to see it to believe it, but should be well worth the time and effort.

Retailers -- Retail Outlets

The best retail outlets have proven to be automotive related who present the **Vortex Fuel Saver** to their customers as an authority figure concerning autos and/or light trucks, such as repair shops, tire centers, collision repair shops, oil change centers, etc. The take one holders, filled with brochures, can be placed on the counter and generate customer inquiries for the Retailer. In the best scenario, in addition to the retail profit, the retail outlet may be in a position to install the system, generating additional income for the outlet.

Of special significance are retail outlets which have the necessary equipment to measure emissions, as that cements the sales immediately. Depending on the Retailer, there are some extra bonuses:

- car dealers do just about anything to get traffic in the doors – offer a special price reduction on a car purchase for Vortex customers
- oil change centers – give a discount coupon for the recommended oil change after three tanks of fuel

- service stations that sell fuel – make sure the customer fills up with a tank of fuel so that they accurately measure their new MPG.

Auto dealers make great Retailers. They are used to selling and a **Vortex Fuel Saver** is a great way to offer the customer a real value increase for a minor extra cost. It can also be included in the financing cost so that the consumer ends up with a Pay-As-You-Save program, where the savings each month on fuel purchases would be significantly greater than the financing cost of a **Vortex Fuel Saver**.

Vortex provides you with everything you need to get started calling on Retailers: a shirt with our logo to wear when making sales calls, business cards, and brochures and take one holders for the Retail location. We also have Authorized Installer and retail posters, and advertising yard signs.

Referral Fees

Vortex offers a referral fee for finding and mentoring qualified Independent Sales Representatives. This does not become a daisy chain extending to Representatives that your referral finds, just on your personally recruited Independent Sales Representatives. You will receive 2% of their sales.

Free Publicity

One item on your *“Getting Started Checklist”* is to contact the local media in your area with a press release announcing you as a new Representative for Vortex. While this may or may not get immediate publicity, it will provide a base of credibility for a Fuel Savings Day for one of your Retailers.

A Fuel Savings Day is all about the publicity (though the sales are nice too!). Invite some politicians, who seem to always like a good photo opportunity, and other local luminaries. And when you have a commitment from them, make sure the media – newspaper, radio and TV -- knows who is planning to be there as it will entice them to show up. As we state numerous times, no matter how many test results or testimonials we show people, almost everyone still has to see it to believe it, so it makes for a good news “hook.”

Be as creative as you can be – tie it in with a local environmental issue, “Save the XXX”, or Earth Day (in April), or make a donation from the sales to a local cause, religious institution, civic organization, etc.. You might want to offer refreshments and decorate with some banners and balloons, especially if the location is on a heavily trafficked road.

Ideally, the location would be one of your Retailers, who can do installations and demonstrate the emissions reduction/mileage increase on the spot. And of course, all Retailers for the Fuel Savings Day should be getting a cut on sales (50/50 on the profit goes over well) and installations (they get 100%) so it should be profitable day for them as well.

Word of Warning

Many sales representatives see the opportunity and immediately go “elephant hunting” – going after the largest possible prospects first. Vortex recommends starting with small prospects first to make sure you experience the questions, see more satisfied users to gain confidence and refine your sales pitch. The worst possible result is blowing a great prospect due to inexperience.

To get started, try approaching retail establishments that are set up to do installations – service stations, collision repair, oil change, brake, transmission, tire centers, etc. and ask if they would be interested in getting paid to do the installations. Starting the conversation this way takes the pressure off and they usually start asking lots of questions. Try to get them to actually use the product (use the Demonstrational Use License Agreement). After they see the results for themselves, they will ask to become Retailers without you asking them! Get a good base of installers in a given area and “buzz” will develop.