



The Mx Group

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**vAuto**  
**19-MW-2320**  
**ProfitTime Non-hand raiser Journey Email A v1**  
**3.18.2019**

Email 1

**From Name:**

**Subject Line A: We have good news and bad news**

**Subject Line B: The truth about margin compression**

**Subject Line C: Before you sell another used car, read this**

**Preheader Copy\*:**

*[Alonti and DealShield only]*

**Body Copy:**

(v1)

**We have good news and bad news**

First the bad news: Margin compression is pushing total gross down more than ever — to the point where now even faster turns can't overcome it. But that's not the end of the world. You're a Provision dealer. You're strong and smart. You've survived worse things.

And now the good news: We've developed the most powerful way yet to fight margin compression. It's called ProfitTime and it takes the Velocity Methodology to the next level.

ProfitTime predicts how a used vehicle will perform as an investment without using Days in Inventory. This beats margin compression by instantly showing you which vehicles will become distressed inventory on Day One — you can take corrective action right away.

It's a secret weapon that gives smart dealers the power to succeed in today's tough market. And your competitors won't know what hit them!

Learn more about ProfitTime now — check out this cheat sheet on how it works.

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(v2)

### **The truth about margin compression**

Margin compression is a fact you have to live with every day. It's the new reality of the used-car business. And now it's reached the point where even faster turns can't overcome it.

But that doesn't mean you have to settle for a lower total gross — you're a Provision dealer. You're smart. You do what you need to succeed.

And we're here to help.

We've developed the exact tool you need to fight margin compression. It's called ProfitTime and it takes the Velocity Methodology to the next level. ProfitTime predicts how a used vehicle will perform as an investment without using Days in Inventory. This beats margin compression by instantly showing you which vehicles will become distressed inventory on Day One.

There's no more guessing and waiting to hit the right price. You'll know before you even put the car on your lot. It's a secret weapon that gives smart dealers the power to succeed in today's tough market.

Learn more about ProfitTime now — check out this cheat sheet on how it works.

(v3)

### **Before you sell another used car, read this**

In today's hyper-competitive used-car market, margins are compressed to the point where now even faster turns can't overcome it. Dealers who keep trying to price cars the old way have to settle for lower-than-ever total gross.

Or worse — you could get forced out of business.

But you're a Provision user. You've got this. And we're here to help. We've developed the exact tool you need to come out on top. It's called ProfitTime and it takes the Velocity Methodology to the next level.

ProfitTime predicts how a used vehicle will perform as an investment without using Days in Inventory. This beats margin compression by instantly showing you which vehicles will become distressed inventory on Day One.

There's no more waiting and guessing to hit the right price. You'll know before you even put the car on your lot. It's a secret weapon that gives smart dealers the power to succeed in today's tough market.

Learn more about ProfitTime now — check out this cheat sheet on how it works.

**Primary CTA:**

**Secondary CTA(s):**

*\*Preheader / preview text appears in recipient's inbox near subject line. 80 characters maximum. Some email clients may cut off this text sooner.*