



DEALER TALK

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IPGAUTO.COM



IPG LAUNCHES NEW SHOP PORTAL

This year's Tire Pros Show was a busy event for the IPG team. We were thrilled to introduce the new Shop Portal to the dealers

What's new about the Shop Portal?

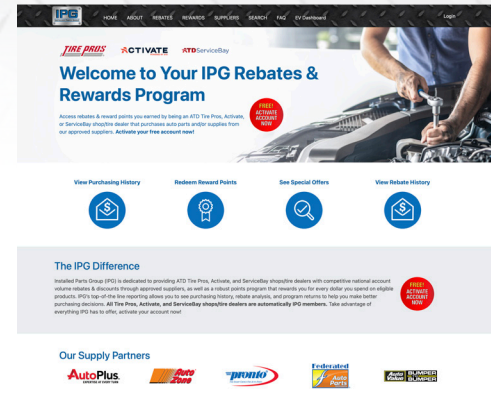
The new Shop Portal on IPGAuto.com contains exciting tools, including:

New Analysis Dashboard: The new Analysis Dashboard allows shops to expand on the home page's simple purchasing and rebate graphs. It provides detailed purchasing, rebate, and reward points information in an easy-to-read visual format. Graphs, trend lines, check info, average purchasing indicators, and more will be accessible with the click of a button. This is an incredible tool for shops to see how they are performing with IPG's supply partners, and where they may be leaving rebates on the table.

Report Builder: The new portal report builder allows shops to build customizable reports on the fly. The robust filtering system can adjust existing reports by date, supplier, and more! Or the shop can follow the step-by-step filtering process to build their own purchasing, rebate, or rewards report. All reports are exportable in an excel, pdf, or html format.

Call Progression Tool: One of the most exciting additions to the new shop portal is the Call Progression Analysis tool. This tool allows shops to view their current business with IPG's Supply Partners, then gives them the flexibility to create a "what if?" scenario to see what might happen if they moved business or took advantage of additional rebate opportunities. After shifting items around, the shop is shown how those changes affect their return.

However, the tool doesn't end with rebates. The Service Score Card allows shops to rate various supplier services on a scale of 1-10. Each rated supplier is given a letter grade to show who is the strongest, and who struggles with service. The final step of the Call Progression Analysis tool prompts shops to weigh the importance of rebates versus service in their business decisions. Then, with that weight in mind, the tool calculates what the shop's call progression order should be based on the combination of rebate return and service level.



NAPA JOINS IPG PROGRAM AS SUPPLY PARTNER

IPG is proud to announce the addition of NAPA to our program! You can now earn rebates & rewards and view your program details on the new shop portal.

How do I add NAPA to my account?

If you purchase from NAPA and would like to add them to your IPG program, simply click the big red "Free! Activate Account Now" button on IPGAuto.com and fill out an activation form. This adds NAPA to your account and helps ensure all our information is up to date.



What is the new NAPA deal?

To learn more about the new NAPA deal, log onto IPGAuto.com and click the "Rebate Program Details" button. Then, click the arrow next to the NAPA logo to view the NAPA Program Deal Sheet.

Our team is ready to answer these questions, and more! Reach out to us to learn more about the new Shop Portal and our Supply Partner Programs.



IPG Rewards 10,000 Point Winner

Congratulations to Dan Smith at Same Day Auto Repair in Oklahoma for winning the IPG Quarterly 10,000 Reward Points Giveaway!

The beauty of the IPG Rewards program is in its flexibility. As our CEO is fond of saying "If it's legal in 50 states, we can get it for you." That gives shops on our program the power to redeem points in the way that best suits their needs. Dan has taken advantage of the IPG system, and the spirit of the holiday season, to reward his employees for all their hard work at their annual Christmas party.

"Whenever we started realizing how many points we were getting through the program, we directed a lot more attention to increasing the Christmas parties; more gifts, bigger events for the guys where everyone has a good time," said Justin Dobson, Dan's store manager.

Each year, Dan sends our team of elves a Christmas list to shop for. From iPhones and Apple Watches to Ring doorbells, we get to work sourcing items to arrive in time for the Christmas party.

"Last year, we weren't able to do one, so this year we're doubling down."

We're happy to act as Santa for Dan and his team to make their annual Christmas party even more enjoyable. We can't wait to see what's on his list next year!

If you want to be the next 10,000-point winner, call (423) 682-6627 or email kendall_thompson@ipgauto.com and let us know how you've used your reward points. Please include a photo to demonstrate your redemption in use. The winner will be announced in the next edition of Dealer Talk.



If you're reading this newsletter, then you just received a quarterly rebate check for your parts purchases thanks to ATD. You have valuable IPG Reward Points waiting for you as soon as you activate your **FREE** IPG member account. Just log on to IPGAuto.com and look for the bright red activation button. In 3-5 working days you'll be ready to redeem your rewards points for lots of cool stuff. Once you activate your account, you can shop online with IPG's Mall Supply Partners. You'll find everything you need for home and office with money saving rebates just for IPG members. Remember, having a membership is **FREE**, there are no fees to be a member of IPG. In fact, all ATD, Tire Pros, Activate, and ServiceBay members are automatically enrolled as a member of IPG. Don't have an IPG account? Go to the website and click the big red button.

Kristen's Corner



Winter is almost here! Soon everyone will be putting up Christmas decorations, blasting their favorite Christmas music, and putting Christmas wish lists together for their loved ones. With the holiday season quickly approaching, you may be wondering how you can save some money on purchasing special gifts for your family and friends. I have a wonderful idea! You can redeem your well-earned points for items in the IPG rewards catalog on www.ipgauto.com, or I can help you source the items of your liking through your favorite store. Trust me, if you can't find something on the rewards catalog, I can do a little "personal shopping" for you. I recently helped someone find the perfect outdoor smoker that fit his specifications. He provided the description of the features he wanted, and I went to work. I looked at different websites, reviews, and prices

to help him get a good quality smoker. He absolutely loved it! Having me do the research took some time off his hands, and I had a lot of fun doing it, so it worked out for the both of us! I have been busy helping our IPG members redeem their points for Christmas gifts this month, and I would love to help you too. It is always such a pleasure building relationships with the members on our program. If you would like to redeem your points, or have any questions about your account, please feel free to reach out to me **(423)388-4779** or email me kristen_harrison@ipgauto.com. I would be more than happy to help!