

Midas: Evolution Of The Sales Process

Acquirent's relationship with Midas International started as an appointment setting pilot project. Acquirent sales executives set appointments for local franchise owners to go out and sign up new clients.

Acquirent proved to be a highly successful solution for these "blitzes," producing a high quantity of scheduled appointments that turned into established fleet (companies with 10+ company vehicles) accounts; resulting in thousands of dollars of revenue for local Midas shops.

As a result of Acquirent's initial success, Midas International expanded the duties of the Acquirent sales executives dedicated to the account.

Instead of just setting appointments, Acquirent Sales Executives called on local fleet customers, executed web based demonstrations of the Midas Fleet portal, built value in the program and followed through to set these new accounts up in the proprietary Midas Comdata system. Over the last year of this phase in our relationship, Acquirent has added over 8,000 vehicles to the fleet system and is responsible for over \$290,000 in additional revenue.

Over time, Midas gave Acquirent full responsibility of the fleet accounts that they setup, adding a unique customer service and management flair that occurs via phone.

With the Acquirent team consistently increasing revenue dollars for Midas International, our role and depth of integration to their sales process has expanded to other national programs. Launching in 2008, Acquirent will begin work with National Fleet Accounts, manage the nationwide rollout of a Midas store generated lead program, and work with local franchisees to execute

geographically targeted campaigns to market and increase their presence.

We recently had the opportunity to implement our "Cold Call to Close" program with Scott Frailey, who owns both Midas locations in the Lancaster, PA area. Scott was tired of seeing companies with fleet vehicles drive to competitors not realizing that Midas does more than "mufflers and brakes" for company vehicles.

Working with Scott, we increased his market presence by reaching out to local companies. Acquirent has already processed new fleet accounts for Scott as well as create a relationship with a company that had an existing national fleet provider relationship. In Scott's words:

"Hiring Acquirent was the best money I spent in 2007. I have acquired five new fleets resulting in thousands of dollars in fleet revenue that I did not have before. My fleet salesman is aggressive and persistent. He is still working on new accounts that he first contacted three months ago."

Acquirent's current focus is on the development of a platform specifically tailored to individual Midas franchisee owners. We will engage on individual work contracts for all types of sales needs, from appointment setting campaigns to extensive cold call to close campaigns to fleet customer management.

Acquirent Case Study



Industry:

Automotive

Solutions:

Midas hopes to apply a golden touch to the vehicle repair business. The company oversees about 2,570 facilities that focus on brake and exhaust system services, but also perform routine maintenance services, such as oil changes, and work on suspensions, shocks, and struts. The Midas network includes about 1,750 stores throughout the US and Canada, nearly all of which are operated by franchisees, and some 820 franchised and licensed locations in about 15 other countries around the world. The North American stores, which include about 65 company-operated facilities, account for about 95% of Midas' sales.

Why Acquirent?

- **Focus:** Hiring us allowed Midas to focus on their core business, while we focused exclusively on expanding their fleet presence.
- **Flexibility:** We can move from one target geography to another with ease, doing blitzes correlating with store openings.
- **Experience:** Instead of spending their resources training inside sales people, Midas partnered with a team that already had experience and expertise in hiring, training, and managing a sales force.

