



# LIMOUSINE **EXPERT**

*We Can't Predict the Future. We Create It.*

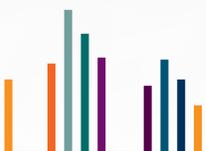


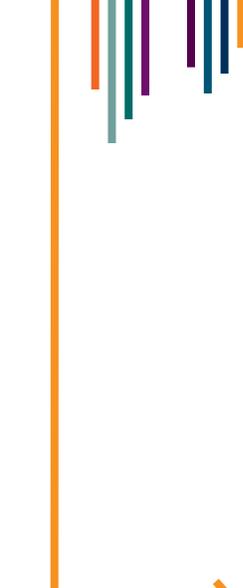
# SUCCESS IS A PROCESS. OURS GETS YOU THERE.

Limousine Expert derived from a collection of experiences, hard work, and an investment of labor and resources in the transportation industry for the past 24 years.

The concept of starting a consultant business derived from several conclusions, but the motivation came from knowing the positive impact that we would have on the businesses and lives of other colleagues to whom we owe so much.

We have developed a 9 step process that encompasses results oriented strategies with proven methods that have been tested and improved for over two decades using our own ground transportation companies in Texas as a platform for our projects.





# BENCHMARKING

Stage one is the process of comparing your business performance including cost, productivity, quality and margins to what is considered to be an industry standard benchmark or best practice. Benchmarking provides a snapshot of your performance and helps you understand where you are in relation to your competitors. Benchmarking detects lapses in services and productivity and establishes the frame work for improvements and savings.

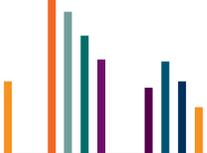
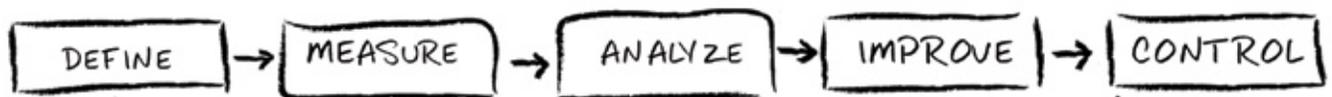


# 2

## → IMPROVEMENTS

Now that we have the facts, we will deploy Six Sigma and all of its resources in order to begin improvement processes. Six Sigma is a business process that allows companies to drastically improve their bottom line by designing and monitoring everyday business activities in ways that minimize waste and resources while simultaneously increasing customer satisfaction.

Six Sigma has saved American companies approximately 100 billion dollars in the past 20 years. Companies that march its resources around Six Sigma should expect double digit profit margin increase within 12 months.



# 3

## → FAIL SAFE MEASURES

Once our Six Sigma processes are running free of lapses in services, we will implement several fail safe and quality control measures allowing your company to operate and maintain the highest levels of services and customer satisfaction. These measures will reduce customer complaints by 90%, resulting in high rates of customer retention.

- ▶ REDUCE COMPLAINTS BY 90%
- ▶ KEY PERFORMANCE INDICATORS
- ▶ SERVICE INCIDENT REPORTS
- ▶ DISASTER RECOVERY PLAN

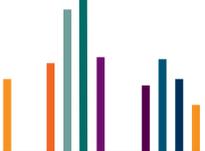


# 4

## → TRAINING

We are now on stage four and it is time to create the frame work for your company to grow by focusing on your most important resource, your employees.

Our War Marketing campaign will have its biggest impact if your staff is trained, motivated and has and have the skill set required to maximize sales opportunities. LEC has an extensive web training library available to train and motivate your staff.



## IMAGE

From website to airport sign, you must create and maintain a uniform client experience throughout the company. Your company must define its identity and image before your clients do it for you. Brand identity is what the owner wants to communicate to its potential consumers. Branding will create customer loyalty and market recognition.



# 6

## → PROSPECTING

Finding qualified prospects can be the difference between Surviving and thriving in today's economic environment. Our lead generation program does not rely on public or private data bases. Limousine Expert has access to exclusive industry lists and data bases of prospects and decision makers that are not sold by the top Lead generating companies. Art Williams, one of the greatest sales men of all time said, "In any business you don't make big money in sales you do it by prospecting".





# MARKETING

Our War Marketing program is intense, high volume and results oriented. We will target anyone in any industry that needs transportation services utilizing proven methods and strategies. We get maximum results from minimal resources by utilizing leading edge technology, innovative concepts and targeting the real decision makers. We rely on time, energy, and imagination rather than a big budget. From Mobile Marketing Technology, the newest and most powerful resource available to reaching 200 million airline travelers, our marketing will target a variety of prospects in many industries ranging from luxury hotels to Fortune 500 companies.

Our War Marketing campaign will achieve rapid results and our experts have an attitude that does not recognize failure. Our program has been tested extensively in industry platforms and its success has been extensively documented. We will also offer our clients access to other exclusive sales tools that no one offers in your market place. By utilizing these tools, you will be able to gain a large market share without having to lower your prices. In the present economic environment you must aggregate and offer new added value services to your clients in order to gain an edge over your competitors.

Marketing is the only segment of your business that brings new clients and additional revenue, so it is crucial to maintain a consistent effort in order to maintain growth.





# WEB & SEO

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# 8

## → SALES

Marketing alone will not increase your profits; a good company must also have adequate infrastructure in place in order to meet its client's needs and expectations in a timely and cost-effective manner.

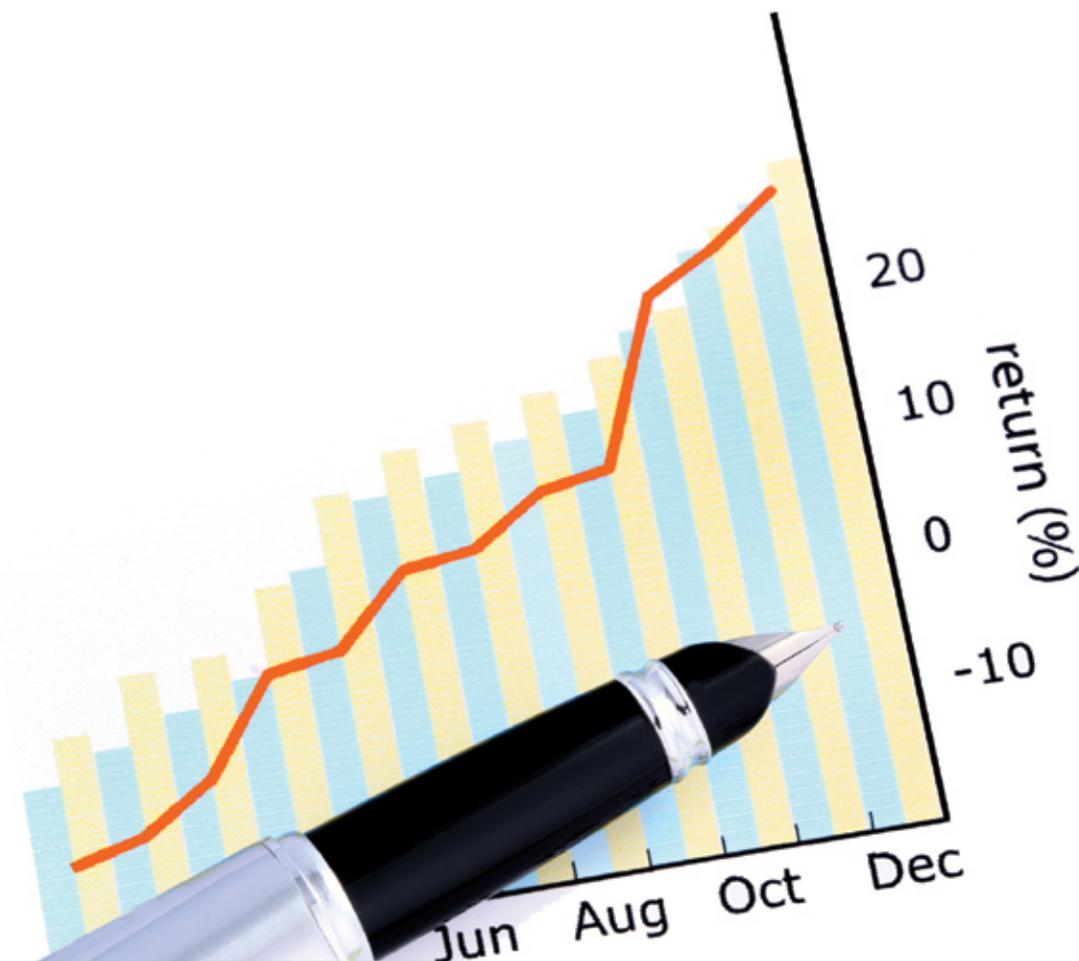
Your reservation staff will be trained to aggregate value by offering additional benefits to your clients for small fees that will be added to your bottom line. We will teach them how and when to ask the right questions.





## SUCCESS MANAGEMENT

Limousine Expert will measure, adapt, change, and evaluate its processes and marketing campaign on a weekly basis. We will use Six Sigma Key Performance Indicators to measure our marketing effectiveness and we will show you how to create cost-containment reports for your clients and service incident resolution processes that will allow you to maintain the highest levels of service and drastically increase client retention.





# A JOURNEY OF A THOUSAND MILES STARTS WITH THE FIRST STEP!

We're ready, are you?

