



COMPETITOR REPLACEMENT PROGRAM



Thinking About Change?

The desire to change your computer vendor for any number of reasons is often put off because of fear, costs or both. In terms of cost there is no doubt that the incumbent holds a very real price advantage over their competitor's as they don't face the cost of conversion and training, amounting to as much as 40% of total system cost. The question a jobber must ask themselves is what is the cost of "not changing" when there are real advantages to making a fresh start with a COUNTERPOINT system.

The **C**ompetitor **R**eplacement **P**rogram that **A**MS has put together seeks to level the playing field by neutralizing the cash flow difference so as to allow the prospective customer a real choice when making their decision on a new computer system.

How it Works...

The program is simple in that there are no "tricks" or "bait and switch" selling methods involved whatsoever. The fact is that in addition to offering a trade-in value on the competitor's system AMS achieves the pricing parity by an interest free, extended payment program that actually provides two additional benefits not obvious when only the cash purchase prices are compared. These are lower monthly payments than the competitor as well as an extended purchase program, which by default provides a seven-year, no-obsolescence guarantee.

A Guarantee with Teeth...

In order that we deliver on our corporate philosophy, "Peace of Mind Computing" the guarantee comes with teeth. It states that, "Should the central processor need replacement for any reason within seven years of the installation date it will be provided at no charge to the customer". This also includes change required as a result of AMS supplied software upgrades, a warranty without equal in the computer industry.

Fear of Change...

Those fearing change and the loss of training investment should be encouraged by the knowledge that AMS guarantees "overnight conversion" and the statistic that less than 25% of the knowledge of any systems capabilities is lost within 18 months of its installation. The "free training for life" program offered by AMS deals permanently with this problem.

What's in it for Us?

It is no secret that all aspects of the automotive aftermarket are very competitive. The vendors offering computer solutions find it no different from the jobber themselves, numerous suppliers after a shrinking market. The critical component affecting long-term success is market share, especially when amortizing software development and electronic database production costs over a customer base.

How Can We Do It?

The truth of the matter is we can't afford not to. The fact is we are assuming the risk with you the customer both as a way of growing our market share and of showing the total confidence we have in your abilities and our own. Being financially sound also plays a big part.

Lease Versus Purchase...

If wondering about whether a lease to purchase program is right for you consider the following and see why there is really no question:

Investing **\$30,000.00** in new inventory instead of purchasing a new computer outright will return **\$135,000.00** over five years based on 30% margins and three turns. Result = The computer is FREE.

Are you ready yet to let **ams** put its 30+ years of automotive experience to work for you?

For more information please call **1-800-663-1978** or send e-mail to info@amscomp.com Revision 1.01