



Strategic Diversified

CoronaVirus / Bacterial Elimination product

Pass Through Pricing for ALL DEALERS!

Attention!

In an effort to help our dealer partners through the pandemic, Strategic Diversified will be utilizing our significant buying power to **provide our dealers a pass-through price** on an EPA-CERTIFIED chemical solution to address your customers pandemic concerns.

We are extending this same offer to any dealer that has interest.

After vetting 9 companies, we have sourced a direct-to-manufacturer, EPA-CERTIFIED solution at a **PASS THROUGH PRICE POINT of LESS THAN 2 CENTS per vehicle application!** This product is not available to dealers on a direct basis.

Through our vetting process, we reviewed comparable products that cost anywhere from **\$6 to \$39 per application**. We will not make a penny on this application - now or in the future. **We want the same thing you do: To sell and service vehicles by eliminating objections to purchasing or service based on the current pandemic.**

Please read on for all of the details!

Product Information



Manufacturer: Pilot Chemical / Granitize / Ultimar

EPA Registration Number: 10324-117-44956

Application Process: Spray bottle / Safe for all surfaces

Payment Terms: P.O. Net 30

Shipping: Normal Ground charge

Minimum Order: 1 case (4 Gallons of concentrate) \$144.00 total (12,000 vehicle applications) - Includes two spray bottles, window cling stickers, one-page brochure & directions for proper use & application.

Product info: Kills on contact

Price per vehicle application: \$.012 (1.2 cents)

- 1 Case = 4 gallons of concentrate or 512 ounces
- Mixture: 3 ounces of concentrate = 5 gallons of product = 70 vehicle applications
- Applications: 512 ounces = 170 - 5 gallon batches of product = 11,900 vehicle applications
- Cost: 1 case = 11,900 applications = \$.012 (1.2 cents) per application

Surfaces: Safe on all surfaces including your showroom / service department / waiting area / etc.

Marketing and Advertising

IMAGINE...

Being able to publicly announce the following:

EXISTING CUSTOMERS:

- ⇒ Every vehicle sold is virus free
- ⇒ Every test drive is virus free
- ⇒ Every vehicle ENTERING service is virus free
- ⇒ Every vehicle EXITING service is virus free

FRONT LINE WARRIORS:

- ⇒ Asking all EMT's / Fire Fighters / First Responders / to come after their shifts for a free viral sanitation
- ⇒ Asking all health care providers to come after their shift for a free viral sanitation
- ⇒ Asking all delivery folks to come after their shift for a free viral sanitation
- ⇒ Uber / Lyft Drivers

POTENTIAL NEW CUSTOMERS:

- ⇒ Advertising that your showroom is virus free
- ⇒ Advertising that your service department is virus free
- ⇒ Advertising that your waiting area is virus free

Marketing and Advertising

OTHER IDEAS / PEOPLE TO CONSIDER:

- ⇒ Local Church Groups
- ⇒ Taxi drivers
- ⇒ Local Shuttles Bus – Handicap Vans
- ⇒ Pizza Drivers
- ⇒ Advantage Book dealers
- ⇒ Senior citizens
- ⇒ Over 55 communities
- ⇒ Retirement communities
- ⇒ Supermarket delivery services
- ⇒ Daycare Centers
- ⇒ Local Bus companies
- ⇒ Limousine services
- ⇒ Local Funeral Parlor vehicles
- ⇒ Messaging from Dealer to community via email blast, social media, website we want to pass this on to you because we care about you and our community: #wewillgetthroughthistogether
- ⇒ Boost Service drive- call to schedule your free application for any of your vehicles
- ⇒ Vehicles being delivered to customers homes will be sprayed down prior to our staffs departure
- ⇒ Set up a disinfectant location with a local business: Partner with a local grocery store and offer applications for customer vehicles and have the partner share the cost of the product and the labor

Please contact: TFiadino@stratdiv.com / 610-636-9019 for assistance in ordering, set up, or any further questions.

-Or- if you would like to contact me directly: RVolatile@StratDiv.com / 610-637-7140