



FREE DRIVING LESSON PROMOTION

ADI BULLETIN NO1

Dear Colleague

Welcome to the first bulletin from the organisers of the free driving lesson promotion, which, since being launched in *The Sun* last year, has gone from strength-to-strength in top-selling national magazines and regional newspapers throughout the UK. And what a list we've got planned for the rest of this year... and beyond, making the promotion a permanent fixture in the learning-to-drive market.

Every fortnight we'll send you a bulletin update, consisting of useful information and frequently asked questions. We'll also update you on where the promotion will be running in the future.

If you've got any questions at all, or suggestions as to what newspapers and magazines to run the promotion in (we're particularly interested in popular local newspapers), then don't hesitate to contact us at: ENQUIRIES@L-DRIVING.BIZ.

To start things off, here are a few of your most frequently asked questions:

Q: If you send me multiple leads (which is frequently the case), do I have to accept all or none – or is it possible to take some, say 4 out of 6?

A: In summary, you have 3 options in respect of all leads sent to you:

- Don't accept any leads on this occasion and therefore pay nothing.
- Accept all leads and pay the full amount by card or cheque.
- Accept some of the leads e.g. 4 out of 6 and just pay for the ones you accept (£40 in this example) and we will re-assign the others to another ADI. Please e-mail us to let us know how many you are taking and then pay by card or cheque for the appropriate amount. If paying by cheque – please mention this on the e-mail and remember to send it in within 3 days to Robell Media Promotions at PO Box 142, Horsham RH13 5FJ (cheques made payable to Robell Media Promotions Ltd, and please write your full name and address on the back of the cheque).

Q: What is your refund policy on leads you have sent me if I can't get hold of the reader respondent or the reader has a free lesson with me, but doesn't then go on to have any more lessons?

A: This is a tricky one. We want to be completely fair, but on the other hand, like you, we are in business and can't refund just because the pupil lead doesn't develop into a full-blown course of instruction for whatever reason.

But there are lots of grey areas and we are quite prepared to judge each case on its merits. If you have got a problem with any of your leads, please e-mail: ENQUIRIES@L-DRIVING.BIZ following which we will speak with you and the reader respondent to try and resolve the matter.

All we ask is that you honestly do your best to give the reader a free one-hour lesson, even though they may be difficult to get hold of or part-trained already, or simply not want any more lessons with you after the free lesson. The vast majority of pupil leads are developing into a full course of instruction for participating ADIs, but obviously this is not the case on all occasions, and it is not possible to pick and choose in these situations.

But if you have genuinely made a good effort to contact the reader respondent and/or they tell you that they don't now want the free lesson – then after speaking with both yourself and the pupil, we will refund the £10 or re-allocate you a new pupil. We will be fair – all we ask is the same in return.

One thing that has come to light is that several ADIs are fully investigating in advance with the pupil

as to whether they will go on to take a full course and if not, are then not giving the free lesson and asking us for a full refund. This is not within the spirit of the scheme, as the reader respondent is entitled to have a free lesson with an ADI, following which you are welcome (and encouraged) to pitch for a full course of instruction.

So please make contact with the reader respondent and give the lesson ASAP, and then use your skills during the lesson to convert the pupil, and not make it a criteria that they commit to future training on the phone, before they have even met you!

Bear in mind that the leads are not spurious leads as reader respondents have had to go to some length to obtain the free lesson (purchase several copies of the magazine, collect tokens, complete coupon, write-out address, get stamp, post letter and await call etc), ensuring that the vast majority of leads are very genuine.

And finally, a few of you have contacted us to say that your pupil lead has not yet got a provisional licence. In fact, readers can participate in the promotion several months before their 17th birthday, making these reader respondents the 'perfect lead'. You have a brand new pupil worth hundreds of pounds ready and waiting to start training in a couple of months. Far from seeking a refund – you should ask us for more of these sort of leads! This is what the promotion is all about – getting brand new pupil leads whenever possible.

Q: Is there anything I can do to obtain more leads from you?

A: Yes. You may recall that originally we specified that you could stipulate up to 5 postcode areas from where you would like to receive pupil leads. Now that the promotion is being enhanced to include an ever-increasing number of newspapers and magazines, we have just amended our systems to allow all our ADIs to specify up to 10 postcode areas. So if you send an e-mail to us: ENQUIRIES@L-DRIVING.BIZ you can specify up to 5 more postcode areas from where you would like to receive leads from (don't forget to also include your full name and address/postcode to ensure that we update the correct record, as we are now working with thousands of you!).

That's all for now, and we look forward to working with you now and in the future.

Promotions breaking in the next couple of weeks: Soaplife (big circulation national magazine) + local promotions in Portsmouth and Norfolk (all subject to available editorial space on the day).

Kind Regards

ADI Office
L-Driving Team