



FREE DRIVING LESSON PROMOTION

ADI BULLETIN NO.2

Dear Colleague

Our thanks to the hundreds of you who contacted us in response to our first ADI Bulletin and registered some additional postcode areas from where you would like to receive leads, as well as sending us local and regional newspaper suggestions for reader promotions. If you haven't sent us any suggestions yet, don't miss the opportunity to have a dedicated reader promotion organised by us in your local area – it's you who'll benefit!

Thanks also for your assistance with our appeal for you to work with us in a 'fair and reasonable' manner in respect of any reader respondents that you have difficulty in contacting. We now have a dedicated Lead Allocation Team with a remit to both allocate leads to ADIs and deal with queries and, quite simply, the less queries that they have to deal with – the more efficiently and speedily they can allocate reader respondents to you.

We frequently find when ADIs contact the Team with details of a pupil they cannot contact, that the Team are able to contact the reader within one or two phone calls. In fact, this happens in over 95% of cases, so please try contacting reader respondents at a wide variety of times/days before calling us, although obviously there is a limit to the time you can give and if all else fails, then let us know. But please give it your best shot first!

The format of our last Bulletin was well received, so here are a few more of your frequently asked questions:

Q When you have sent me details of new pupil leads, how quickly do I need to contact them?

A There is no fixed rule for this, but we would like you to make contact with pupil leads that we send you within 48 hours of you receiving them. If this is impossible, then with reference to the earlier paragraphs in this Bulletin, please try to make contact with them at your earliest convenience – even if the lesson itself cannot take place for a few weeks.

Q In my latest batch of leads, one of the reader respondents was aged 16 years 10 months. Is this a mistake?

A Most definitely not! For each individual promotion, we stipulate that reader respondents must be provisional licence holders or obtain one before the specific promotion closing date, usually 3 or 4 months after the promotion appears in the respective newspaper or magazine e.g. the promotion that has just run in Norfolk had a closing date of the end of June.

The purpose is to facilitate as many completely fresh pupil leads as possible and as we said in our last Bulletin – such respondents are the 'perfect lead', as you have a brand new pupil worth hundreds of pounds, who is waiting to start training when they turn 17.

In these cases, (and with reference to the earlier FAQ) please make contact within 48 hours, and then possibly book the lesson for the week of the readers 17th birthday. If it's a few weeks before the reader is 17, then a reminder call a few weeks before their birthday is a good idea to keep the reader 'focussed' (a number of ADIs have said this 'reminder call' works well). Finally, many ADIs have contacted us to say that they have access to off-road training facilities and if this is the case, then by all means give the free one-hour lesson in an off-road facility, before the reader is 17 if you wish. This is completely acceptable to us and fulfils the obligation of the free lesson.

Q I am the proprietor of a driving school with quite a few ADIs working for me, and I would like to register with you to receive leads on behalf of all of them, following which I will allocate the leads to my ADIs. However, your registration process seems geared towards individual ADI registration. What should I do?

A If you run a school of whatever size and want us to send leads that you then allocate to fully qualified ADIs within your school, then please e-mail us at ENQUIRIES@L-DRIVING.BIZ with your contact details and a bit about your school/number of fully qualified ADIs/areas covered etc – following which we will contact you shortly afterwards to discuss things.

In fact, more and more driving schools are registering with us, and a number are taking upwards of 100 leads at a time on a monthly basis, with dozens of smaller schools taking 20 or so at a time. As ever, the good thing about the promotion is that it doesn't cost anything to register and you take as many leads as you want, when you want them – whether it's one every now and then for yourself, or several hundred at a time on behalf of ADIs who work for you.

That's all for now and thank you for your time. Feel free to contact us with your suggestions or comments at: ENQUIRIES@L-DRIVING.BIZ and don't forget to let us know about your local newspapers for future promotions in your area.

Promotions breaking include Woman (last week), together with The Voice, Eastern Eye (nationwide titles) and regional newspaper groups in Newcastle and Lincolnshire, as well as a number of local publications across the UK.

Kind Regards

ADI Office
L-Driving Team

PS. ADI Bulletin Number 3 will contain full details of our forthcoming **Confidence Drive** promotion involving a variation on our current promotion, which will feature in a variety of high profile magazine titles and promises an exciting new revenue stream for ADIs/driving schools registered with us.