

**" It's all in the presentation and building excitement of the OEM look for the GM and keeping your factory functions with iDataLink. "**

- Gary Liston (Left), Customer and Mike Cofield (Right), Owner, Custom Sounds (Austin, TX.)



### **CUSTOM SOUNDS REACHES OUT TO THEIR CUSTOMER DATABASE**

In 1987, Custom Sounds began proudly addressing the greater Austin area, as well as San Antonio, El Paso and St. Louis, MO with their car audio and tinting services. They have been rated "Best Place to Have Installation Work" by Installation Magazine year after year. Custom Sounds gains their customers' trust by offering lifetime warranties for all of their services. Mike Cofield, owner of Custom Sounds, stated that one secret to driving X009 awareness is to email blast their customer database multiple times a week informing them about the X009 series and inviting them into the stores. It is clearly a priority for Custom Sounds to drive the success of these high margin products. Another common practice that Custom Sounds revealed is they spiff the sales team because for them, the team is the core of sales success. They continue to monitor their own sales process with innovative techniques to ensure a continual improvement-oriented sales approach to the customer from start to finish.

*"You have to be proud of what you do, proud of who you've picked as partners and proud of the possibilities to completely revamp someone's vehicle -- providing them a completely different, above and beyond experience from the time they walk in the door the first time to the time they drive back home to tell their family and friends!" Mike Cofield, Custom Sounds (Austin, TX.)*

Hey Alpine Restylers... don't wait for customers to come to you, reach out to them like Mike Cofield does by emailing your customer database to invite them in to see new product. This practice has proven to help drive the X009 awareness and entice customers through the doors.

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