

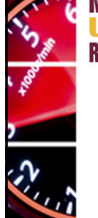
CAR RENTAL SHOW
CAR & TRUCK RENTAL CONFERENCE & EXPO



MAXIMIZE Your Profits
UTILIZE Your Assets
REVOLUTIONIZE Your Business

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Profit Making Ideas to Use Today

Jim Tennant
The Tennant Group

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Best Profit Idea is a part of every Roundtable Meeting.

Members usually get at least one new idea that alone is worth the time and cost of the meeting.

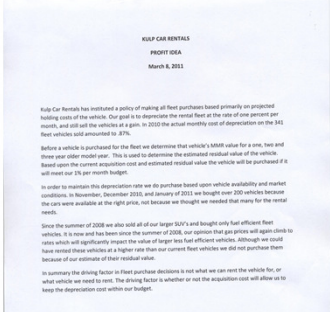
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Mike Kulp
Kulp Car Rentals
Buy vehicles smarter for lower holding costs

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David Wilson
Dollar Thrifty - Nashville
Track your fleet for better holding cost control

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Brenda Albright
DISCOUNT
CAR AND TRUCK
RENTALS



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Are you pulling your hair out over employees that forget to do simple tasks?



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Why not take advantage of some simple technology that will cost you absolutely nothing by using the rolling marquee feature on your screen saver to get a message across to your staff.

Set it to come on after a minute of no use and they'll see it right in front of them all day long. When you think they've got the message, change it to something else.

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You'll be jumping for joy with the results in no time!

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Even the most forgetful employee can't use the excuse "Oh I forgot" with this simple, easy to implement reminder / motivational tool.

Best of all. This is even cheaper than string!

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Here are some of the messages we have used:

- Have you sent in a Lead today
- Use the Proper Source Code
- Vehicle Licensing Fee
- Remember the Fuel Purchase Option
- Utilization
- Have you ASKED for the rental

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Discount
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They have all been beneficial, but this one is our favorite by far




ABCDEFGHIJKLM PQRSTUVWXYZ

At Discount Car and Truck Rentals we have removed N and O from our alphabet.
 We NEVER say NO

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Note: The animated Screen Saver with the "NO" flying off is done by converting a Flash display to a screen saver using free software available from instantstorm.com. Get your kid to help you or just use the rolling marquee that is standard in Windows.



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Please use the Hilton Notepaper to vote for the Best Profit Idea. Just write one name and pass it to the middle.

- **Mike K** – Buy Vehicles Smarter
- **David W** – Track your fleet sales for lower holding cost
- **Jack V** – Free Money for Training
- **Brenda A** – Screen Saver Rolling Marquee
 Winning Idea!

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