



Welcome SSL Members

Agenda

- What is CCA?
- Credit Card Processing at the Lowest Rates
- AMEX Savings
- Additional Savings
- Consumer Financing and Increased Revenue
- Marketing Services
- Next Steps
- Membership Dues

Overview of CCA

What Is CCA Sports Retail Services?

- Maximize Your Profitability
- Power In Numbers
- Proven Results
- Partnership with SSL



AMEX Savings



AMEX Savings

- Low 2.45% AMEX Processing Rate
- Potential to Save Thousands a Year

Credit Card Processing

DISCOVER

Credit Card Processing Through CCA

VISA

- Lowest Rates Possible – Interchange Plus .10%.
- Average Savings of \$4,100 a Year per million \$.
- No Risk Analysis
- We Pay You \$250 if We Can't Beat Your Rates!



CCA SPORTS RETAIL SERVICES

A division of CCA Global Partners

Additional Savings



The Savings Continue

- Many More Savings Programs:
 - Custom Gift Card Program (@ only \$.59/card or less)
 - Sprint Wireless – 19% Off
 - Grainger Tools and Supplies – Save Up to 30%+
- ADP Payroll Processing
- Staples and Office Max
- Uniforms
- Check Verification



Consumer Financing

Why Consumer Financing?

- Increased Average Ticket
- Better Customer Service
- Level Playing Field



Consumer Financing

Consumer Financing Through CCA

- Lowest Processing Fees
- High Approval Rates – 73% of Customers are Approved.
- Online Application as Well as Online Processing





Marketing Services

Marketing

Strategy & Consultation

- Customized Marketing Plan
- Tailored to Your Goals
- FREE!



Marketing

The Adventure Begins Here!

Our Goal is for you to Love your outdoor experience

At Valley Bike & Ski we strive to make all your outdoor adventures extraordinary! Our focus is to find the right product for your needs, whether you are a first time participant or a seasoned vet. We look high and low for the best brands and products that will meet or exceed all your expectations.

Come Ride the Difference!

We are so confident that you will love the product you purchase from us we give you our 30 Day Risk Free Promise. If, for any reason, you don't love your purchase, please bring it back within 30 days. We will refit it, adjust it, exchange it, exchange certain components or give you your money back (see store for details).

Stop in or shop online and let Your Adventure Begin Here!

Your friends at Valley Bike & Ski



YOUR Winter SPORTS HEADQUARTERS FOR Ski / Snowboard / Cross Country / Clothing / Accessories

Rossignol • Burton • Atomic Skis • Nordica • Salomon • Volkl • 4frnt • RIFR Zone • Flow • Marmot • Descente • Obermeyer



Winter Sports Services

SKI PERFORMANCE TUNE UP \$54⁹⁹

Includes Minor base repair, Custom base structure, edge sharpening with custom base bevel available, temperature specific multi layer wax with brush polish.

SKI TUNE UP \$39⁹⁹

Includes Minor base repair, stone grind, edge sharpening, universal wax.

SNOWBOARD TUNE UP \$39⁹⁹

Includes Minor base repair, base grind, edge sharpening, universal wax.

We also provide complete boot & binding services. Please stop in or check out our website for complete details.



With our NEW Montana Crystal Inline Grinder we can provide the highest quality base structure that will help you ski or ride better at any level. We also offer full boot fitting service and repair to ensure that you get the most comfort and performance out of your boots.

DID YOU KNOW WE RENT CROSS COUNTRY SKIS & SNOWSHOES?

Direct Mail

- Postcards
- Letters
- Bi-Folds
- Tri-Folds
- Gift Card Mailers
- Design & Strategy are FREE!

Find **EVERYTHING** you need for the sports enthusiast on your list.

HOLIDAY SAVINGS!

Now thru December 24, 2012 find the perfect gift for everyone in your family at Princeton Sports. Whether it's something for Dad or your little one's first, our great selection of winter sports, cycling, tennis, swimming and bike gear, plus our knowledgeable staff will ensure that you'll find the perfect gift every time.

Remember, you can store your bicycle and/or other purchases with us at no additional charge. Make your purchase by December 24, 2012 and pay No Interest if paid in full within 12 Months*.

Accessories make great stocking stuffers!



CCA SPORTS RETAIL SERVICES

A division of CCA Global Partners

Keyword Advertising

- We'll Do The Legwork
- Drive Site Traffic
- Attract New Customers



Marketing

Custom Emails

- Cost Effective
- Easy to Use
- No Monthly Minimums



Hi there.

We have two great cross country skiing opportunities coming up this weekend.

Saturday, January 9th.

Cross Country Ski Demo Day

Jackson Ski Touring Center, Jackson, NH ([map](#))

10AM-3PM

Fischer Skis will be there to get you out on the snow trying skate, classic, touring and backcountry skis and boots. Buy a trail pass from Jackson Ski Touring and see the Fischer representative to get fitted for skis and/or boots. Then, ski it up on some of the best products in the industry, at one of the best ski touring centers in the nation! Call for more info. 603-383-1700. [Click here for map and directions.](#)

Sunday, January 10th.

Cross Country Ski Demo Day

Riverside Golf Course, Portland, ME ([map](#))

2PM-4PM

Want to go Cross Country Skiing? Looking to meet new people and get some pointers? Come join Gorham Bike and Ski for an afternoon of Cross Country Skiing! We'll explore on and off-trail terrain throughout the golf course! All abilities are welcome! You must supply your own equipment, but the event is free! Call for details. 207-773-1700. [Click here for map and directions.](#)

Follow us:



Want to stay up to date on ALL the goings on at Gorham Bike and Ski? There's always something new and exciting going on at our store, with our products and our staff. To stay totally in the loop, follow us on facebook and twitter.

Potential New Programs

SRS Marketing has the capability to launch two additional programs* currently being utilized by bike retailers:

- Automated Social Media Content Program
- Automated Customer Loyalty Program

** Programs would require development investment by the organization.*

Marketing

Potential New Programs

One Stop Social Automated Social Content Platform

One Stop Social Benefits

- Easily share messages on Facebook and Twitter.
- Decide on which messages to share.
- Edit messages to give it your own unique spin.
- Be notified when new messages are available to share.
- Set your account to Auto-Share to have the messages posted to your social media accounts automatically.

Cost per month is only \$29 per member.

1. Upload messages into portal and set when messages are available for retailers.

2. Retailers automatically receive notification and can customize or post message from their email in 1 click.

3. Message is posted on dealer's Facebook page or Twitter feed.

Message History		+ New Messages	+ New Gaggle Action
Started On	Message Text		
Jan 13	 Uh oh—there's a gash in your tire and 50 miles til home. Don't worry; you have a solution right in your back pocket. Tuck a dollar bill (or a twenty if you're feeling rich) in between your tube and tire to temporarily patch the hole. Put in a new tube, inflate and voila! You're ready to roll.		



One Stop Social has posted new message(s).

 Uh oh—there's a gash in your tire and 50 miles til home. Don't worry; you have a solution right in your back pocket. Tuck a dollar bill (or a twenty if you're feeling rich) in between your tube and tire to temporarily patch the hole. Put in a new tube, inflate and voila! You're ready to roll.

Share Now on Facebook



 **B & L Bike Shop**
January 14

Uh oh—there's a gash in your tire and 50 miles til home. Don't worry; you have a solution right in your back pocket. Tuck a dollar bill (or a twenty if you're feeling rich) in between your tube and tire to temporarily patch the hole. Put in a new tube, inflate and voila! You're ready to roll.

Like · Comment · Share

Like 6 Comment 1

Marketing

Loyalty Program Benefits

- Fully Automated.
- 'Set it & Forget it'.
- Increase Repeat Purchases.
- Sell More Accessories.
- Get Customer Feedback.
- Technology that individual stores cannot replicate on their own.
- Exclusive to dealers that are part of SRS.

Potential New Programs

Automated Customer Loyalty Program

Increase repeat business with automated thank you's & tune-up offers!



Set up rewards program that automatically tracks what your customers have earned!



First Name	Last Name	Reward Period	Red. Month	Expiration Period	Rew. Approved	Rew. Redeemed	Total Sales
Todd	Rosenbalm	6/1 - 8/31/2012	October	30	309.63	-309.63	314.99
Brian	Glessner	6/1 - 8/31/2012	October	30	245.54	-245.54	1726.89

Get feedback from your customers with customizable satisfaction & service surveys!



Customer Satisfaction Survey Snapshot

Lifetime Totals

Total # of Responses	51
Net Advocate Score	84.31%
Ride Club Average Net Advocate Score	80.03%
Detractors	1.96%
Passives	11.76%
Advocates	86.27%
Staff Rating	9.29
Product Selection	8.9
Store Appearance	8.96



Membership Dues

What Does It Cost?

Dues Are Only:

1-2 locations - \$150/location/month

3-6 locations - \$140/location/month

7-10 locations - \$130/location/month

11-15 locations - \$120/location/month

16-20 locations - \$110/location/month

21+ locations - \$100/location/month

Prices above are per location. Example - if you have 3 locations, you would pay \$140/location/month.

Questions???



Next Steps

Contact Us For a FREE Analysis

- Credit Card Processing Savings
- AMEX Savings
- Consumer Financing
 - Savings and Increased Revenue

info@CCASRS.com

www.CCASRS.com

1-800-450-7595 ask for CCA Sports
Retail Member Services