

A dark, carbon-fiber sports car body is shown in a workshop, mounted on a lift. The car is positioned horizontally, and its sleek, aerodynamic design is highlighted. The background shows a typical workshop environment with shelves and tools.

Written Assignment: Three Types of Selling

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Overview and information

- The product is a 25-piece, hand-made vehicle from the manufacturer Koenigsegg from Sweden and has the model name Agera RS it is the top version.
- The standard version of the Koenigsegg Agera RS costs \$ 2.5 million and has been extensively tested and optimized for performance by Koenigsegg factory driver Niklas Lilja.
- The Agera RS set the world record for the fastest production vehicle and reached an average top speed of 447.23 km / h (277.9 mph) and recorded a high speed of 457.94 km/h (284.55 mph)
- The vehicle has a V8 turbo engine with 1175PS (865 KW) and an amazing 1280 NM torque

<https://www.youtube.com/watch?v=KD82XB7t8Xo#:~:text=The%20Agera%20RS%20achieved%20a,data%20overlaid%20for%20video%20presentation.>





Target Customer

- The targets for this vehicle are well-heeled clients who are looking for an absolute Hypercar that not everyone has and who already own various other limited vehicles
- I recommend this vehicle to every car fanatic and person looking for something special to enlarge the existing collection.
- Our company would recommend this vehicle to this target Customer not only as a unique vehicle but also as an investment, as it is very limited, and it can only increase in value.
- I hope our company has aroused interest in such a vehicle and we would be happy to see you soon as our customer in our showroom.

Product unique features & appeal

- This vehicle, which is limited to 25 pieces, is unique in this world and can hardly be seen on the streets of the world.
- This vehicle is offered to the customer in various versions and options and this model is also available in various special models.
- Our target persons for such a vehicle are business people and / or people who achieve a 7-digit annual income and already have some rare cars, such as a Bugatti Veyron Supersport, Ferrari 599XX or a Maserati MC 12 in the garage and the currently fastest vehicle in the world in Want your collection.
- The small vehicle manufacturer Koenigsegg has been around for more than 20 years and is at home in Sweden, where the vehicles are also made by hand, in small series and built for top speeds and top performance.
- We as a company are happy to be able to exhibit such a rare vehicle, the Koenigsegg Agera RS, in our showroom and to offer it to our customers.



Promotion 1st Cross-selling

- The Agera RS is currently the only vehicle(model) worldwide that is for sale and could still be customized after customer requests.
- In this version, the vehicle cost Agera RS \$ 2.5 million and a carbon package for \$ 270,000 would be available as an additional option.
- Since there is, only one vehicle for sale worldwide, this vehicle without a carbon package currently only costs you \$ 5.5 million.
- Previous sales of such a vehicle have been dated at \$ 6.0 million.
- If you choose the vehicle with the carbon package, we will grant a discount of \$ 100,000 and you, our customer, would pay **only \$ 5.67 million instead of \$ 5.77 million** for this unique vehicle.




Promotion 2nd Up-selling

- If you chose this vehicle for **only \$ 5.67 million**, we would invite you to a special event.
- Our company would also invite you to a breathtaking 3 days in Sweden, where you can complete a driving safety training course as the new owner of a Koenigsegg.
- This driver safety training typically costs \$ 20,172 all-inclusive
- However, we would grant you this weekend in addition to our \$ 100,000 discount.

EXEMPLE 4

VER - 1 PILOTE

REGULAR SEASON TARIFFS / Prix moyenne saison	Price - Prix
3 DAYS - INTENSIVE PROGRAM	Incl. VAT / TTC
DAY 1 - Subaru Impreza WRX STI S	€ 3420
DAY 2 - Toyota Yaris GR	€ 3420
DAY 3 - Porsche 991 Carrera 4S	€ 3990
ACCOMMODATION PACKAGE - 1 person (4 nights, 3 days - double room) PACK SEJOUR - 1 personne (4 nuits, 3 jours en chambre double)	€ 2110
National flights Vols nationaux	On demand
International flights Vols internationaux	On demand
	€ 12940



Promotion 3rd Sellin - suggestive

- If you would choose this vehicle, I would recommend a car cover for the Agera RS to protect your Koenigsegg.
- This car cover has been specially produced for an Agera RS and also bears the Koenigsegg logo and the Agera RS lettering
- This protection is available in different colors and **costs \$ 726, - + VAT**, I would recommend the cover in black, because the lettering and the logo are best seen with this color.





Review

Overall, we loved the Koenigsegg Agera RS. The drama and sheer speed are unmatched, yet it feels every bit the quality product you'd expect at this price. The grip is phenomenal, the interior space surprised us, and the look turns heads wherever you go. The excitement of the experience means that those who are lucky enough to own an Agera RS will feel that every drive is a special occasion.

Des Sellmeyer
GTspirit



Recommendation of what to buy

- We would be happy to give you an unforgettable experience with an unforgettable car in our dealership
- We would be delighted if we could win you as a new customer or offer you an excellent service in our luxury car dealership again
- With us you are in good hands with your new hypercar, we know what we are doing