



# BIZ DEV BUZZ

INTEL FOR LOCAL BROADCAST TV SELLERS

## CATEGORY SPOTLIGHT:

Automotive

# Generating Dealer Outcomes



**Trisha Ripperger**

*EVP, Chief Client & Marketing Officer*  
TVB



You landed an appointment with the decision maker at a dealership - now what? The key to success is turning your preparation, research and creativity into positive outcomes. Learn how to uncover pain points and help dealers corner their market and stand out from their competition through moving inventory with creative results-driven promotions.

To learn all this, and more, watch the latest in our *Road Ahead* series.

Watch the Road Ahead: Generating Dealer Outcomes VOD

- *Trisha Ripperger, EVP, Chief Client & Marketing Officer*

## AUTOMOTIVE UPDATE

*From Trisha Ripperger, EVP, Chief Client & Marketing Officer*

### April New Car Sales Review

	2026	2025	% Change
<b>Total Sales</b>	1.361m	1.463m	-6.9%
<b>Retail Sales</b>	1.113m	1.194m	-6.8%
<b>SAAR</b>	15.9m	17.1m	-7.1%
<b>Retail SAAR</b>	13.1m	14.0m	-6.0%

Source: Cox Automotive

April's auto market reflects a normalization in pricing rather than a return to inflationary growth. Average transaction prices rose modestly, driven largely by strong demand in midsize SUVs, compact SUVs, and full-size pickups. The big opportunities for dealers on the marketing side come from driving quality showroom traffic, moving aged inventory, and beating competitors. The growing used EV market presents a major opening for marketing campaigns focused on affordability, tax credits, and lower total cost of ownership. Meanwhile, service departments remain a critical retention engine as aging vehicles increase repair demand and service loyalty continues to influence future vehicle purchases.

[Click here](#) for the **April 2026 Automotive Snapshot**

*There you'll find details on the new and used vehicle market, pricing information, consumer spending, interest rates, and more!*



### **A Strategy to Close Faster:**

*Address potential roadblocks early in the sales process*

Bring up likely challenges from the start. Being transparent early helps to set expectations and allows clients to decide whether to move forward.

Often, time is spent on needs analysis, proposals, and closing only for the deal to fall apart at the end due to an overlooked issue. Say something right from the start for stronger and better outcomes.

Visit TVBU

## **CAPTURING NON-TRADITIONAL REVENUE: TV Success Story**



**Brian Allers**  
*EVP, Business Development*  
TVB



**Vonda Backhaus**  
*Sales & Marketing Director*  
Rondele Ranch

TVB

the  
**edge**

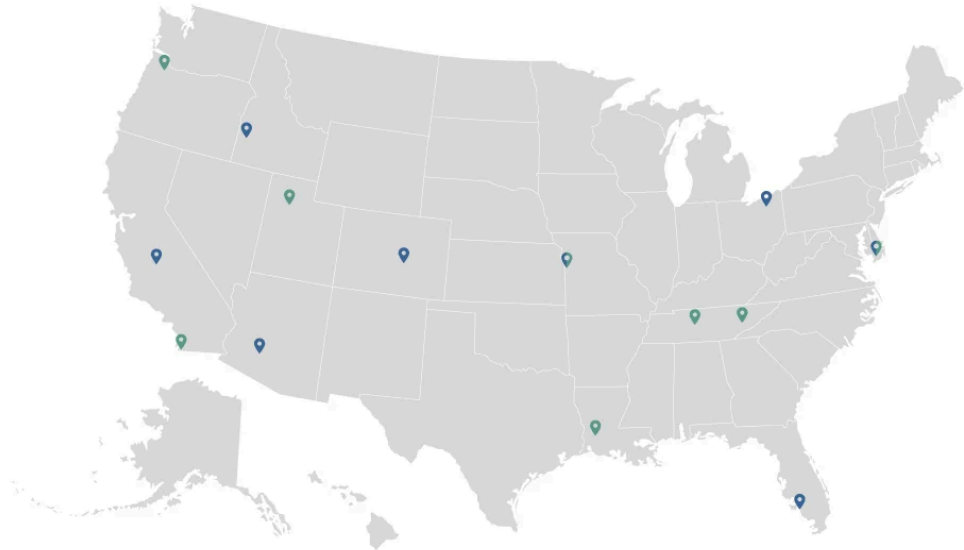
In case you missed it! Join **Brian Allers**, *EVP, Business Development*, TVB, for a conversation with **Vonda Backhaus**, *Sales and Marketing Director* at Rondele Ranch, a destination for weddings, private events, business meetings, and retreats.

Discover how their bold investment in local broadcast television drove lead generation and helped Rondele Ranch sell out their next year months ahead of schedule.

Watch this powerful success story which dives into how to capture non-traditional revenue!

Watch the exclusive VOD Webinar

## TVB ON THE ROAD



### Where We've Been:

**- Station Sales Training -**  
Colorado Springs, CO | Ft. Myers, FL  
Kansas City, MO | Cleveland, OH  
Fresno, CA

**- Management Training -**  
Salisbury, MD

**- Road Shows -**  
Phoenix, AZ | Ft. Myers, FL | Boise, ID

**- One-on-Ones -**  
Cleveland, OH



### Where We're Going:

**- Station Sales Training -**  
Lake Charles, LA | Salisbury, MD  
Nashville, TN

**- Road Shows -**  
Kansas City, MO | San Diego, CA  
Portland, OR | Salt Lake City, UT  
Nashville, TN

**- One-on-Ones -**  
Knoxville, TN

- Industry -  
TVB SAC Meeting | Countdown to Victory Cocktail Reception | Missouri Broadcasters  
Association | Wisconsin Broadcasters Association

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## CONTACT US:

For information on scheduling a one-on-one sales call and/or TVB Road Show in your market, please **contact Brad** directly. We look forward to working with you this year!



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