



THE LINCOLN COLLECTION

LINCOLN COLLECTION 101

- The Lincoln Collection is an official licensed partner of Lincoln.
- Dealer personalized merchandise is available to order.
- You make an average of 30% margin on Lincoln Collection sales.
- Lincoln Collection launches new products two times a year. Spring/Summer and Fall/Winter.
- The Lincoln Collection dealer site is a one-stop-shop solution. In addition to apparel and accessories, we sell display enhancers, merchandising aids, boutique bags, wholesale merchandise, and more.
- We offer several Dealer Tools on the Lincoln Collection site to help assist with your boutique:
 - PlanOgrams that show how to merchandise your displays.
 - We also offer a guide of boutique “best practices” in the Merchandising 101 section.
 - We offer a selection of "Dealership Essentials" that add personal touches around your showroom and service department.
- You have access to and can utilize the Lincoln Collection team for your special project needs:
 - Most items in the Lincoln Collection catalog can be dealer personalized!
- Not finding what you need? We can develop custom merchandise for: events, give-a-ways, teamwear, etc....
- We can use your dealership logo for dealer personalized items.
- Need help merchandising a new or existing boutique?
- For all custom and dealer personalized orders, contact **Dionne Keaton at dkeaton@cmgmktg.com or 888.293.6152 ext: 429**
- When you need help placing your order or have questions about a return, contact **Custom Service Representative Jennifer Duclo at jduclo@cmgmktg.com or 888.293.6152 ext: 406**

