

YOUR BEST NEW VEHICLE PROSPECTS ARE ALREADY IN YOUR DEALERSHIP!



automotiveMASTERMIND®

automotiveMastermind (aM) has revolutionized the way dealerships find, engage and win sales and service customers:

- Understand & predict which customers are ready to buy and why
- Create key offers & incentives likely to close the sale
- Generate more sales & increase customer satisfaction

Instantly turn service customers into sales opportunities

MYDEALERLOT™

MyDealerLot (MDL) is the retail auto industry's leader in Automated Guest Recognition and Vehicle Tracking using RFID:

- Instant customer ID upon arrival
- Real-time presentation of customer info
- Personalized interactions & improved service operations

HERE'S HOW IT WORKS:



1. Customer enters service drive



2. Vehicle instantly identified



3. Customer's likelihood to purchase is predicted and ranked



4. eMail goes to sales consultant with behavior analytics

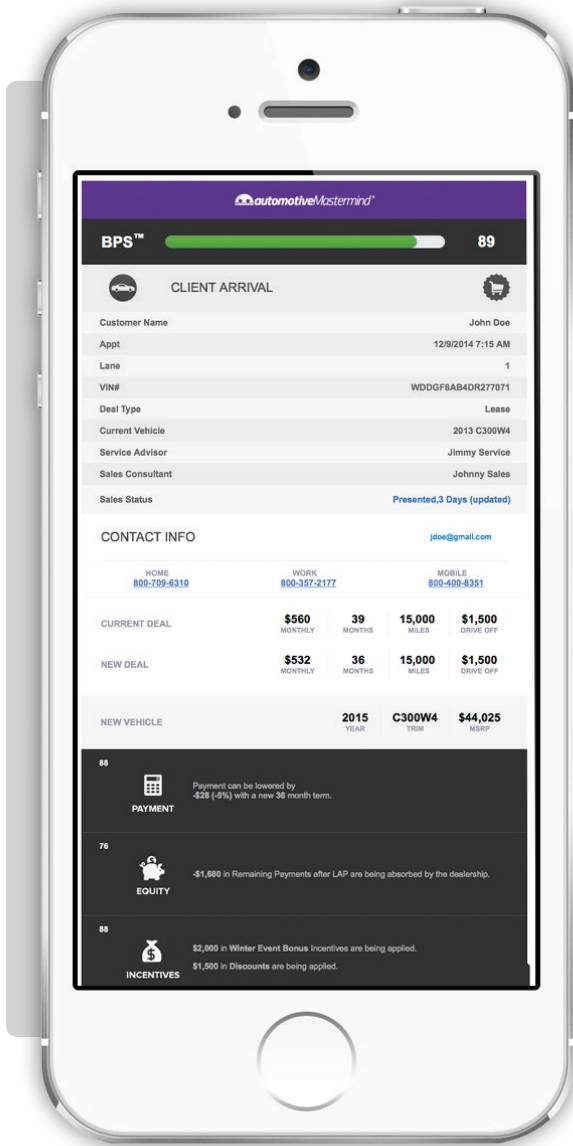


5. Sales consultant communicates relevant selling points to customer



6. New sale is made

▶ INSTANT INTELLIGENCE TO CLOSE A DEAL.



Email with Behavior Prediction Score™ (likelihood to buy), customer details and current contract information.



Email also includes key behavior analytics that show the sales consultant why a customer is ready to buy and which factors will help close the sale.

▶ IDENTIFY TOP SALES PROSPECTS AND SELL MORE VEHICLES

What is driving a customer's purchase behavior at the moment they enter your dealership? You'll know with fully-integrated technologies from industry leaders, aM and MDL.

There is power in data, and that power translates into dollars and profit.

Contact aM or MDL now for more information and a live demonstration:

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MyDealerLot
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