

In the dealership, at the customer's home or work, or even in a coffee shop, the sales associate can use DealBuilder to take the shopper completely through the sales process without having to go to a PC or wait at the sales desk for a quote. The sales associate can access all the tools he needs on his tablet: Search, Select, Trade, Aftermarket, Present Figures, Finalize, DocuSign, and Deliver. He can make calls, send emails, send text messages, add notes, update customer records, and search inventory without ever logging into a PC. The tablet offers full access to the CRM and integrations with ELEAD1ONE analytics. Using cellular connectivity allows the salesperson to break down the walls of the dealership and close sales anywhere.

DealBuilder can be used either in-store with DealerBuilder Showroom, or on the Dealer's website with DealBuilder Online.

The Problem:

Consumers are looking for an improved experience when purchasing a vehicle. They are attuned to online retailing and having information at their fingertips. Why should the customer still be subjected to any paper processes or being left alone while a sales person consults for pricing? That is car buying from the 80s. Dealers need to fulfill the car-buying expectations of the on-the-go customer in a manner that meets the needs of both the shopper and dealership management.

How It Works:

The portable DealBuilder Showroom and the Online app provide all the tools for dealership personnel to manage the buying process. It is structured to be convenient and satisfying for the consumer and yet, highly informative for dealership management. A key separation factor of DealBuilder is that the financial calculations are done with ELEAD1ONE's industry-leading deskings suite, and payments are calculated to the penny in all 50 states and counties in the US. DealBuilder can truly facilitate the entire process – automated and streamlined - all the way through loan and lease documentation and delivery.

Sales Process

DealBuilder

Fully portable, interactive CRM and deal management system allows the dealership sales team to sell vehicles absolutely anywhere.



"DealBuilder is improving the customer experience with our guests because we are showing we respect and value their time. It keeps the sales associate with the guest from start to finish."

Jordan Johnson
Director of Strategy
Lexus of Wesley Chapel

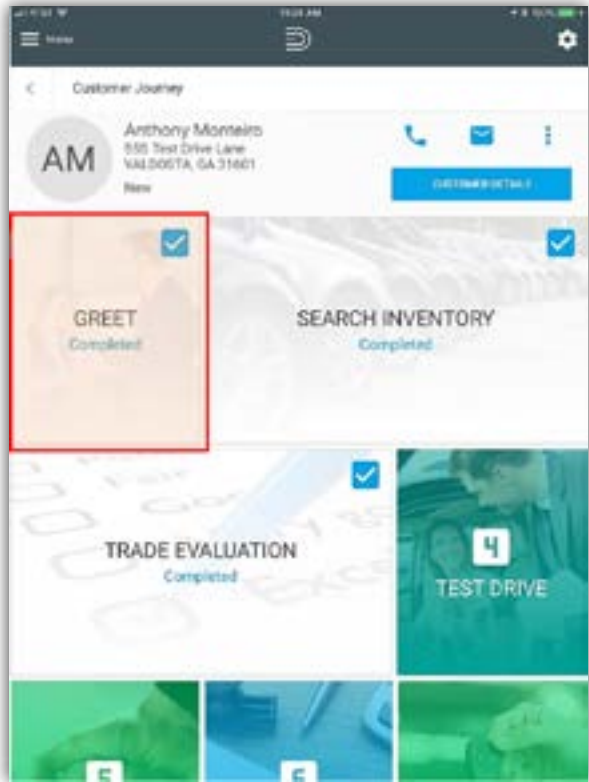


www.elead-crm.com

"The all-new, innovative DealBuilder suite provides forward-thinking dealers an online automotive retailing solution that seamlessly integrates into the culture of a dealership, providing management with accurate KPIs to enable quick and successful decision-making and the exact tools needed to create an exceptional experience for customers."

Bill Wittenmyer, Partner
ELEAD1ONE

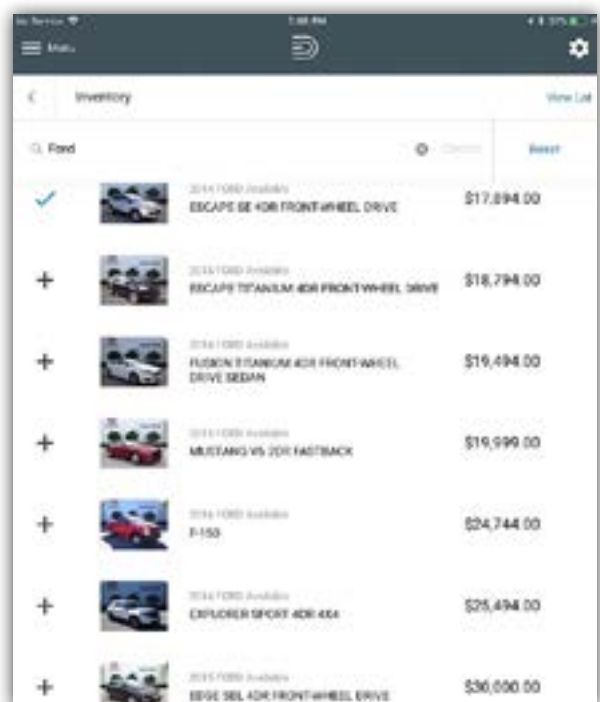
The App. Whether Android or iPad, this one tool accomplishes all the tasks a sales associate needs during the day. He or she can see on the tablet that they are next to receive an Up. If a new customer walks in, his driver's license can quickly be scanned, and he is immediately entered into the CRM. All of the customer details can be managed from here: Do they prefer text messaging, what vehicles do they like or have they already put cars in their Virtual Lot, what vehicle do they want to trade. As soon as any information is updated, it is sent to the customer's profile in the CRM.



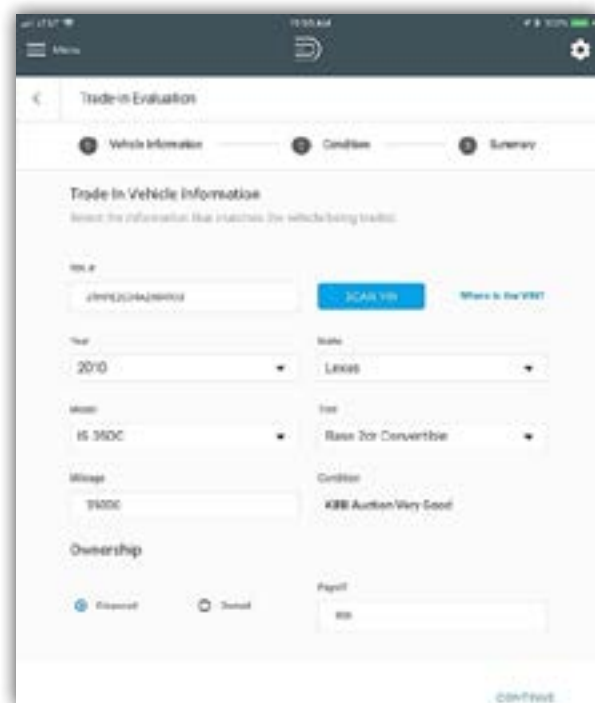
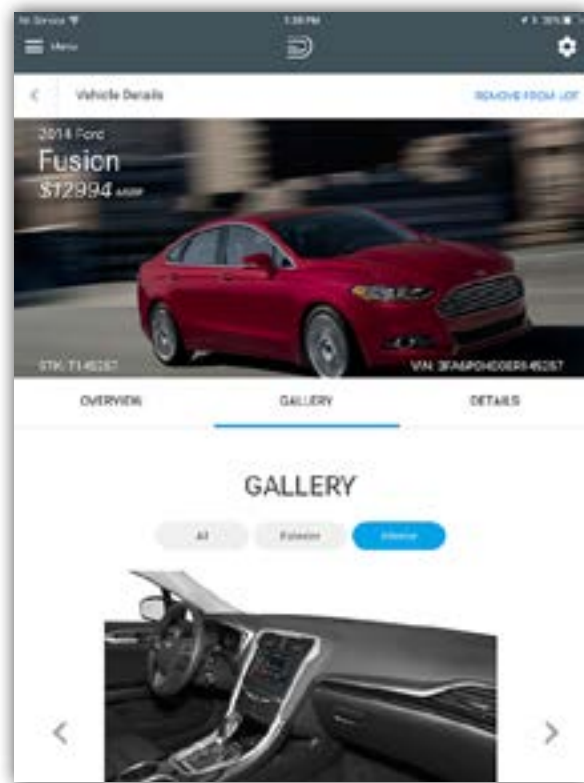
The Customer Journey as viewed on the tablet: the tiles and associated tasks can be moved into any order and turned on and off. Click-to-call, email, and the notes feature are easily accessed in the top right corner. All customer communications are documented in the CRM in real-time.

If the customer has already been online and started his vehicle search process, then it was captured, and it can be finished in the dealership. If he leaves the dealership without buying, he can be emailed a link, and can log into his mobile device or PC to finish his deal.

Virtual Lot. As customers peruse vehicles and make choices, they can save those in their Virtual Lot. Clicking on that vehicle within the Virtual Lot allows the app to use that selection for any lease/finance calculations or scenarios or for their test drive.

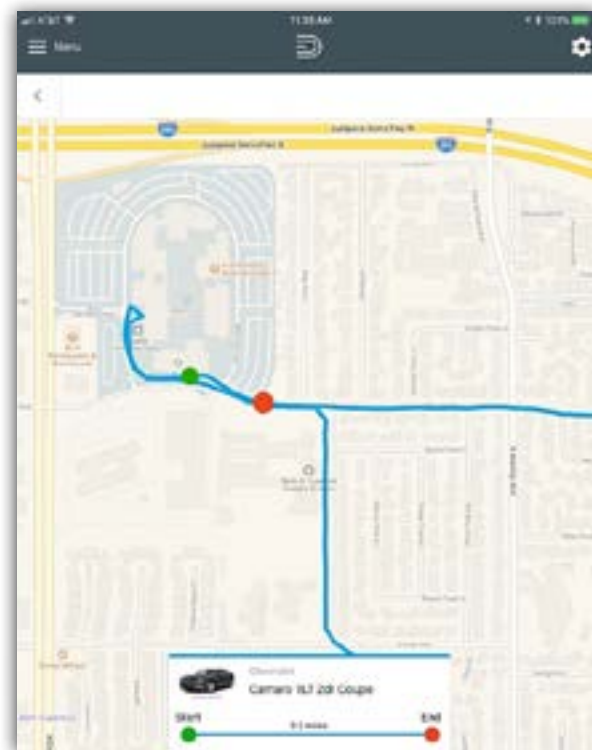


Information on Site. Perhaps the customer has questions about the performance or safety aspects of the vehicle and wants more details: Engine size, crash rating, green score, etc. All of that data is contained within DealBuilder so that the conversation is seamless and there is no reason to leave the site or search for information in the dealership. Additionally, the salesperson can go into the Gallery to scroll through different angles or interior photos for those off-site interactions where the vehicle is not front and center.



Trade-ins Made Simple. Even if the sales associate is off-site, he can scan the VIN, take a picture of the vehicle, mark the dings and dents, put in notes, and it's posted to the CRM where the manager can make an offer.

Test Drive. When the customer is ready for his test drive, the sales associate can select a vehicle from the customer's Virtual Lot or click to add a something new. The DealBuilder system marries the test drive to the customer, the vehicle, the salesperson, and to the tablet. It tracks how far the drive was, the time, the speed, and the route driven. If there is a dealership-required route, it will provide driving directions for the sales associate. This test drive is recorded and can be retrieved by the manager. There is no longer a checkbox on a screen for the associate to confirm the test drive, just recorded proof.



Management Oversight. The manager can view all of the details regarding the customer visit. On the dashboard, the manager can see that the sales associate is on the test drive and can even watch it in real time. The sales associate has the ability to communicate with the desk - the customer needs \$500 more on the trade in - and a new quote is generated. The manager's dashboard shows each sales person that is logged in, where they are in their Customer Journey, and all of the actions that have been taken.

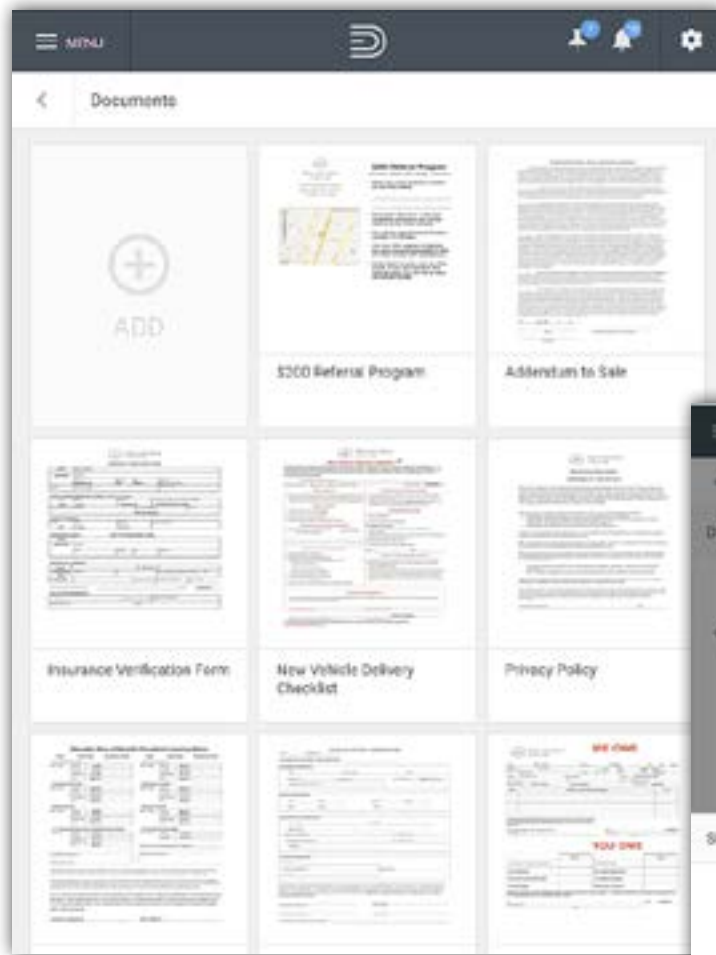
Quotes Down to the Penny. DealBuilder uses ELEAD1ONE analytics to access the specific taxes and fees for all 50 states and counties and Canada. With that information, it builds quotes down to the penny, ready for financing, lease, or cash. Those options are displayed for the customer, and the sales associate can show side-by-side lease vs. loan comparisons to assist in his customer's decision-making.

Ready to Buy. No need to move to another office or wait on F&I. The credit application can be filled out online which connects the information to providers such as Dealertrack, RouteOne, etc. DealBuilder will generate a set of final purchase documents that the sales associate can either email or have the customer sign right on the tablet.

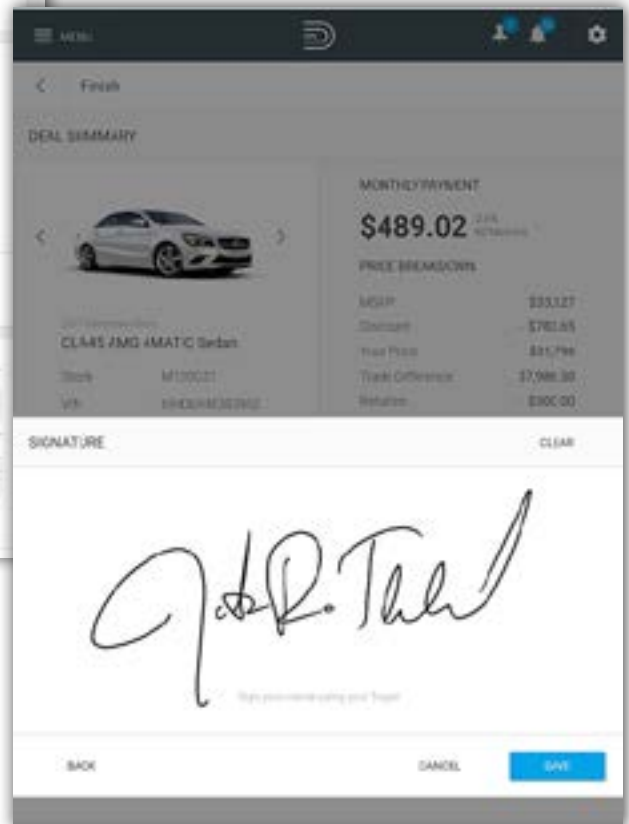
The screenshot shows a mobile application interface for a car deal summary. At the top, there is a navigation bar with a menu icon, the word 'Finish', and a settings icon. Below this is a section titled 'Deal Summary'. On the left, there is a photo of a white 2014 Ford Fusion SE 4dr. Below the photo, the text reads: 'Used 2014 Ford Fusion SE 4dr Front-wheel Drive Sedan', 'Stock T145257', 'VIN 3FA6P0H1D0ER145257', and 'Miles 60507'. On the right, there is a 'Monthly Payment' section showing '166.21' with '7.99% 60MO' below it. Below that is a 'Price Breakdown' table:

Your Price	\$12,994.00
Add Ons	\$1,595.00
Discount	-\$0.00
Net Price	\$14,589.00
Fees	\$94.50
Rebates	-\$0.00
Trade Allow	\$35,775.00
Pay Off	\$32,445.00
Net Trade	\$3,330.00
Back End	\$0.00
Sales Tax	\$0.00
Deposit	\$0.00
Balance	\$11,353.50

At the bottom of the screen, there are three large blue buttons: 'DEPOSIT' (with a dollar sign icon), 'DOCUMENTS' (with a folder icon), and 'SIGN' (with a signature icon). The 'DEPOSIT' button is highlighted with a red border.



Customers can sign off on their deal right on the tablet, facilitated by DocuSign, from wherever they are culminating their deal. All of the documents associated with their sales process are contained in one email for customer convenience.



What do customers say about DealBuilder?

“DealBuilder is improving the customer experience with our guests because we are showing we respect and value their time. It keeps the sales associate with the guest from start to finish. No back and forth to the manager - they can message through the application. No ‘let me see if the car is available’ - inventory is available right on the tablet. DealBuilder takes available technology and wraps it up in one cohesive package. If customers have a great experience, they spend more. They rave to their friends and family which creates a powerful, repeating circle. It’s a great product for us.”

Jordan Johnson
 Director of Strategy
 Lexus of Wesley Chapel