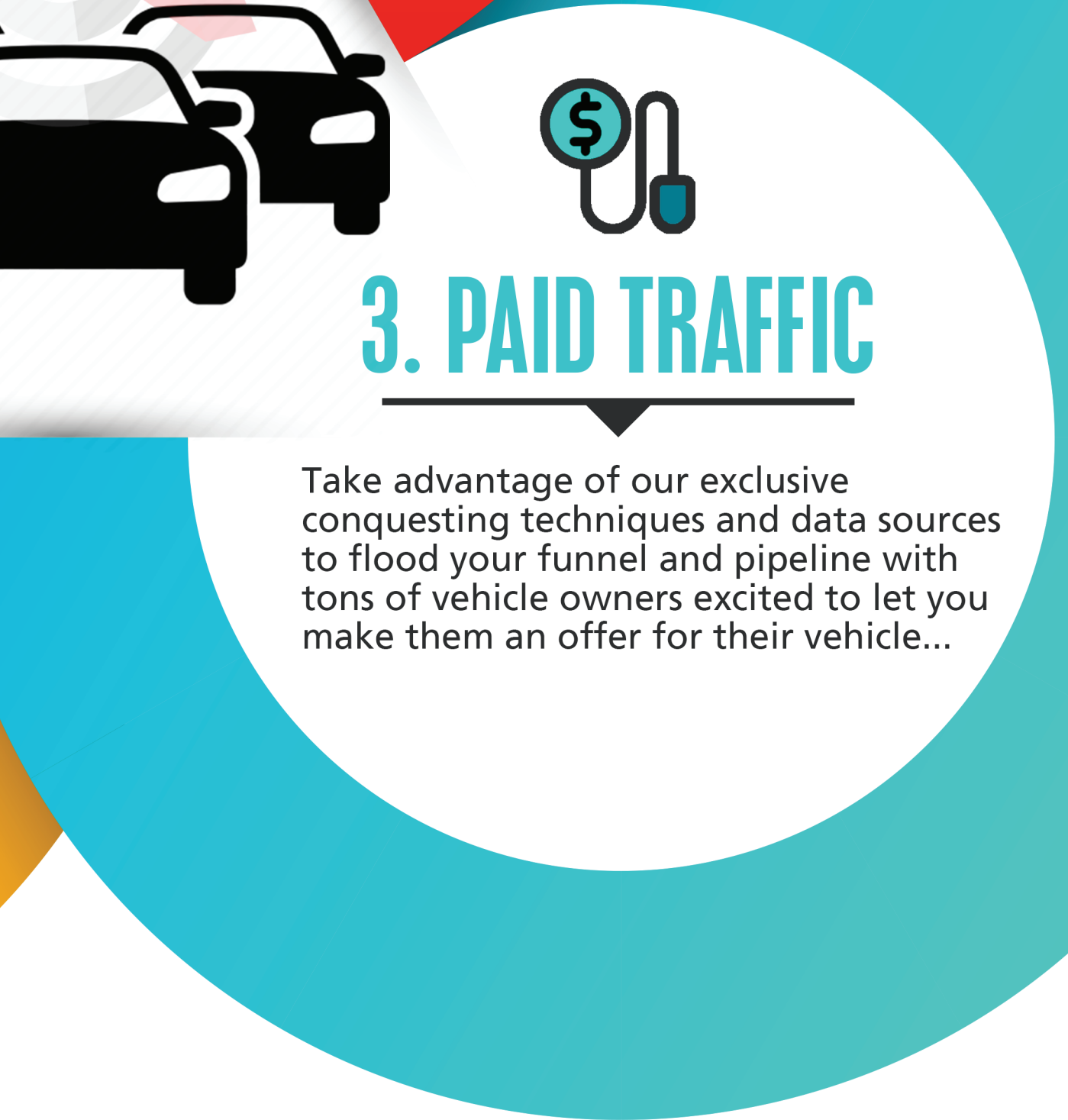
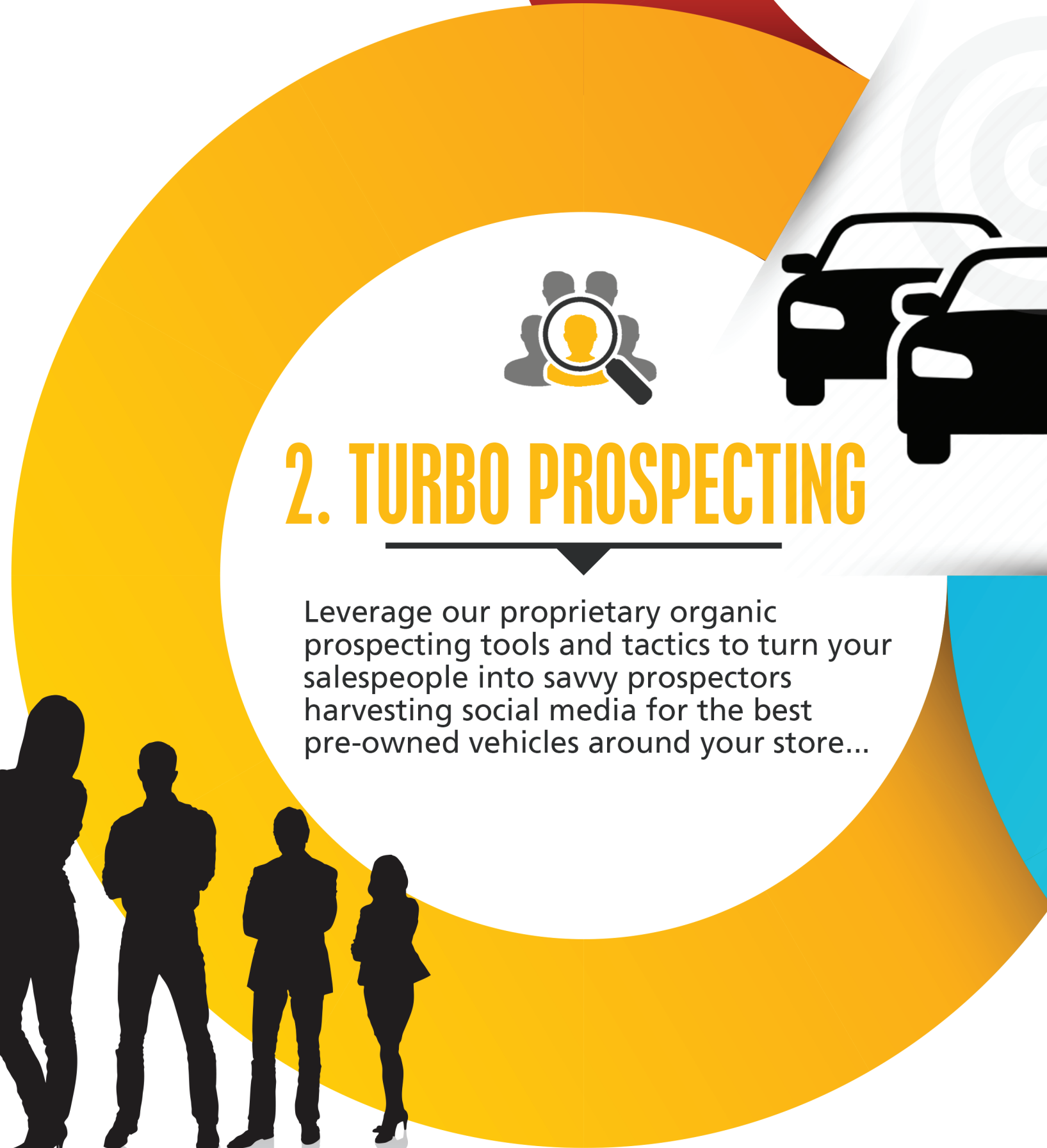




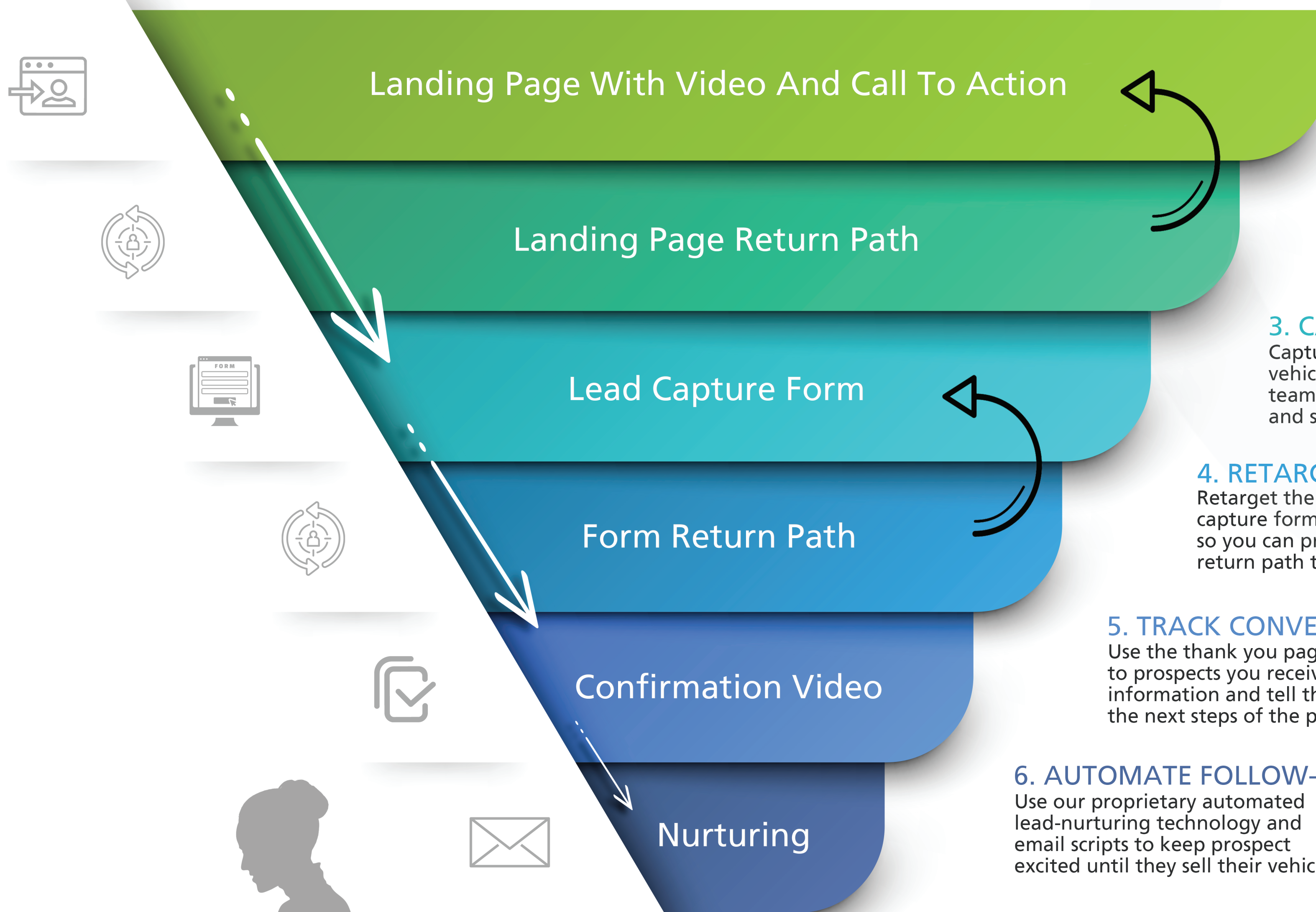
Navigate the inventory shortage by acquiring, through conquering efforts, quality pre-owned vehicles in your market using these 3 simple steps...



# STEP 1 - YOUR DIGITAL FUNNEL



Use our turnkey digital marketing funnel and videos to track, convert and retarget potential prospects and fill your opportunity pipeline with vehicle owners ready to sell you their current vehicle...



## 1. ENGAGE WITH VIDEO

Track visitors and leverage the power of video to immediately engage prospects and maximize conversions on the first visit.

## 2. RETARGET LOST TRAFFIC

Retarget the visitors who leave the micro-site without converting into a lead so you can keep your cost per conversion as low as possible.

## 3. CAPTURE VEHICLE INFO

Capture personal, contact and vehicle information so your sales team can connect with prospects and schedule the visual inspection.

## 4. RETARGET LOST LEADS

Retarget the visitors who leave the capture form without converting so you can provide them with a return path to the capture form.

## 5. TRACK CONVERSIONS

Use the thank you page to confirm to prospects you received their information and tell them about the next steps of the process.

## 6. AUTOMATE FOLLOW-UP

Use our proprietary automated lead-nurturing technology and email scripts to keep prospect excited until they sell their vehicle.



# STEP 2 - TURBO PROSPECTING



Leverage our proprietary organic prospecting tools and tactics to turn your salespeople into savvy prospectors harvesting social media for the best pre-owned vehicles around your store...



## MEDIUM

Your team will learn how to use the tools and adapt our exclusive methodology to different social media platforms.

## METHOD

Your team will learn the proprietary methodology and cadence we engineered to perform social and digital prospecting successfully.

## MESSAGE

Your team will learn how to craft perfectly tailored prospecting messages to your dealership, your brand, your objectives, and your ideal audience.

## TOOLS

Your sales team will discover and learn to master the ultimate tools that will help them leverage automation capabilities when prospecting.

## DISCOVERY

Your team will be provided with the ideal word tracks and scripts to have successful discovery calls leading to deals with prospects raising a hand.

## MINDSET

Your team will learn the mindset required to successfully add digital and social prospecting as a revenue-generating activity to their daily schedule.

## CLOSING

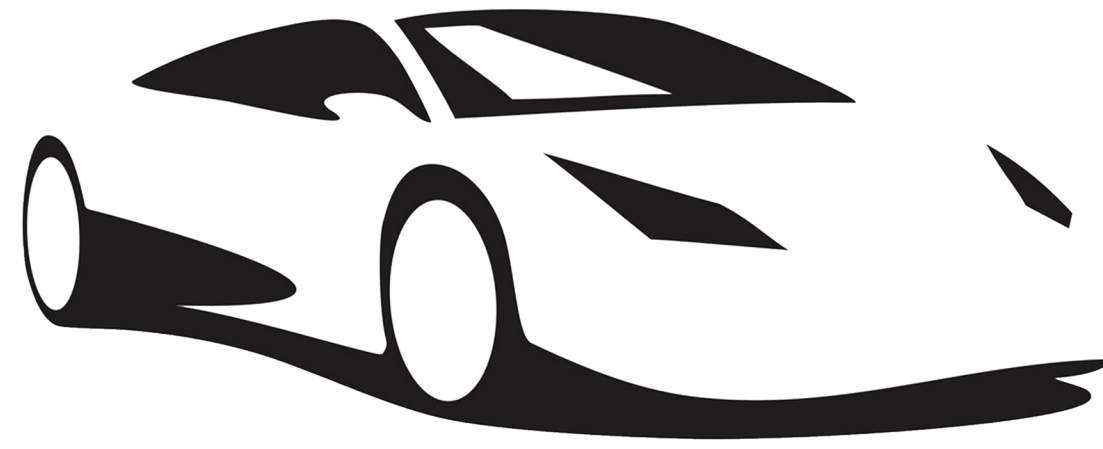
Your team will be provided with the most potent closing script so they can close 50% of the prospects who qualify after the discovery call.





# STEP 3 - PAID TRAFFIC

Take advantage of our exclusive conquering techniques and data sources to flood your funnel and pipeline with tons of vehicle owners excited to let you make them an offer for their vehicle...



## REACH

Use our exclusive conquest data sources and AI driven video marketing solution to reach over 75,000 vehicle owners around your dealership.



## PIXEL

We will pixel and tag each prospect who choose to watch the video invitation (approx. 28,000) or responds to the conquest emails (approx 5,250) into custome audiences.



## RETARGET

We will regarget interested prospects from the custom audiences everywhere on the Web to create an impressions of Omnipresence for your dealership's acquisition efforts.



## CONVERT

Prospects interested by your offer to have a conversation about their current vehicle will convert on the micro-site and ping back to the AI to optimize your ideal audience.