



# DEAL GENIUS

Using **AI** to  
power your sales!

## WHAT IS DEAL GENIUS?

Deal Genius is an AI-Powered re-marketing tool, allowing you to customize sales offers to your existing customer base! Using Artificial Intelligence (AI) Deal Genius builds offers from on-hand inventory and delivers directly to customers via SMS or email.



How many clients in your database would upgrade to a new vehicle for similar monthly payments?



Do your sales campaigns update regularly based on inventory, incentives and owner equity?



We turn *your* data into **deals**

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# DEAL GENIUS

Using **AI** to  
power your sales!

## Deal Genius delivers with a 3-step Process!



### Identify

Utilizing AI to analyze  
and identify sales  
opportunities

Deal Genius AI engine identifies current sales opportunities based on:

- Owner equity
- Current OEM incentives
- Inventory availability
- Trade-up opportunities



### Engage

Connect to customers  
with unique messages  
that engage users

- Engage customers via SMS or email.
- Curate leads through customer interaction via PURLS (personal urls) that your clients use to search inventory by payment or vehicle.
- Deal Genius personnel interact with clients through SMS, email and phone to set VIP appointments for your dealership.



### Deliver

Deliver In-Dealership  
Appointments

Deal Genius Delivers VIP appointments  
once the customer says "Yes!"



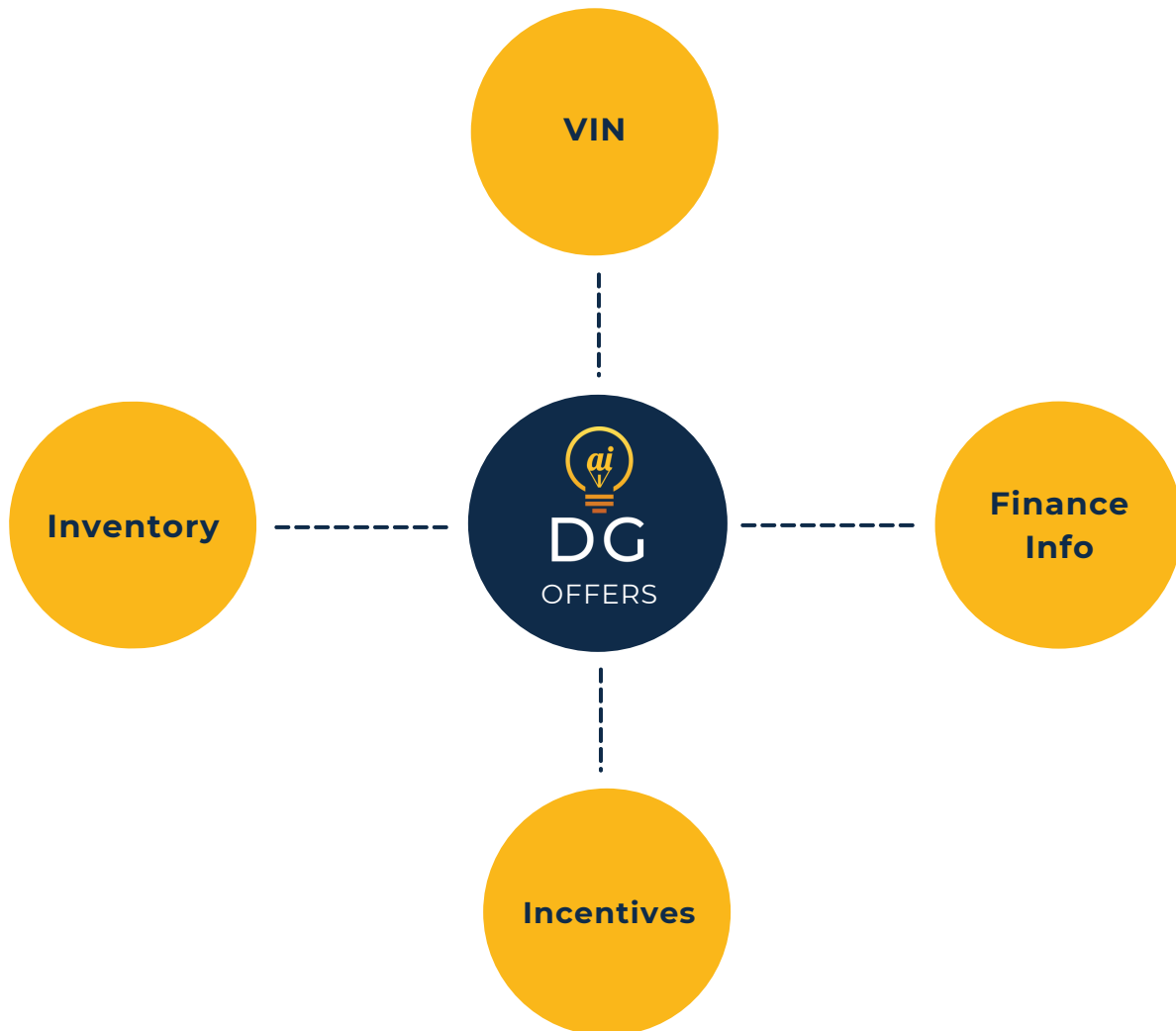
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Deal Genius AI identifies current sales opportunities based on criteria such as owner equity, current OEM incentives, and inventory availability to create trade-up opportunities.



Turn service appointments into sales with our Conquest campaigns!



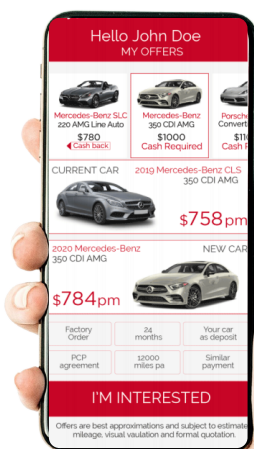
Deal Genius utilizes existing data from the DMS to create personalized, time-sensitive offers based on your customers' payment, equity and term. Offers from on-hand inventory are delivered directly to consumer via SMS or email.



### PERSONALIZED MESSAGING

Curate leads through customer interaction via PURLS (personal urls) that your clients use to search inventory by payment or trade-up.

### INTERACTIVE CUSTOMER ENGAGEMENT

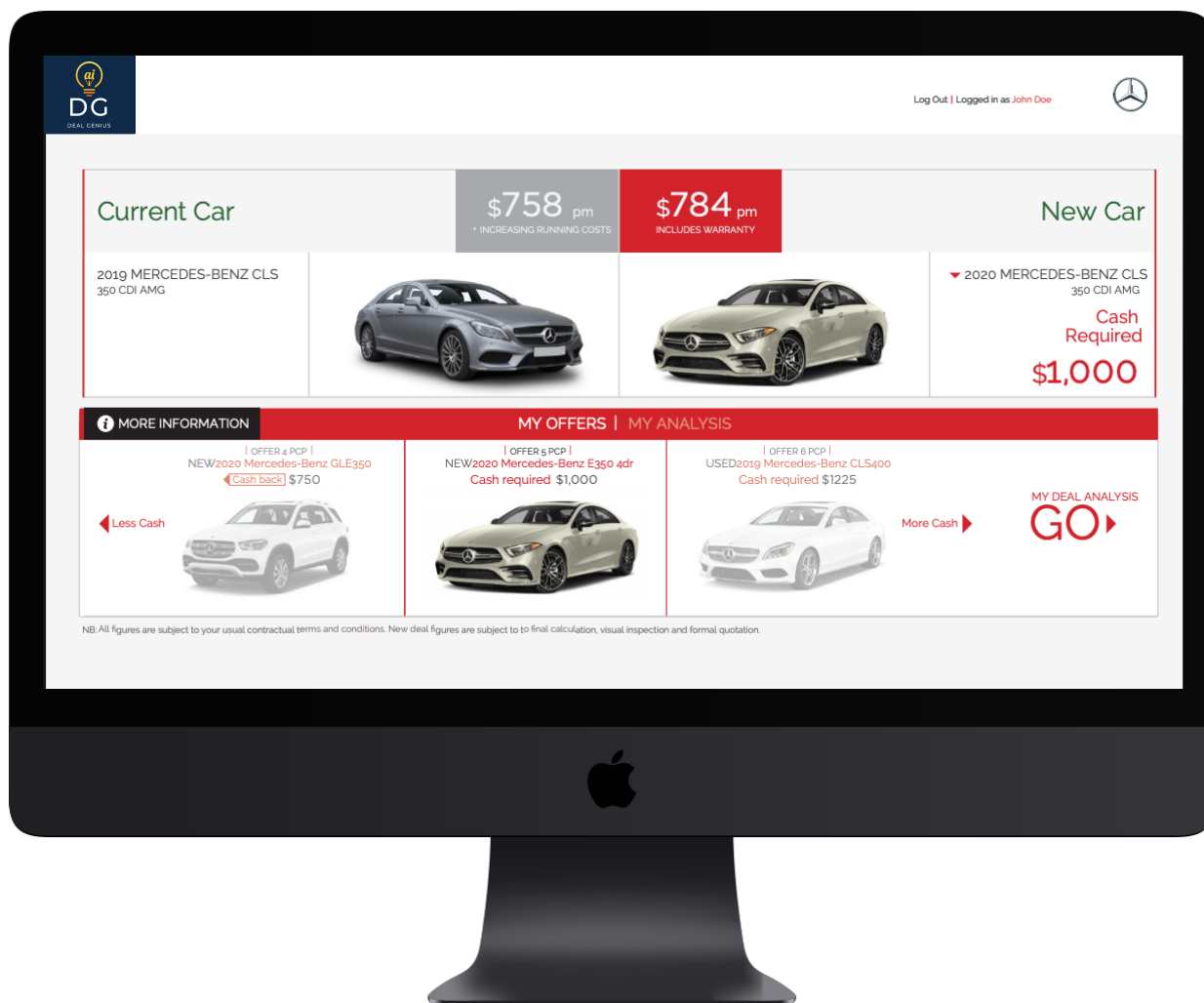


### CLOSING THE LOOP

Deal Genius personnel interact with clients through SMS, email and phone to set VIP appointments and move customers to "Yes" before they arrive at the dealership.



### THE DEAL GENIUS INTERACTIVE PURL



Deal Genius allows customers to respond to personalized offers based on: cash down, vehicle choice, and monthly payment. All from the convenience of desktop, tablet or mobile!

Getting your customers to "Yes!" before they visit the dealership!

Deal Genius appointments are ready to buy!



### **In-Dealership Appointments:**

Deal Genius customers arrive having already agreed to the terms offered - ready to select their next vehicle and sign paperwork.

Revolutionize your sales process with Deal Genius AI!

**Visit [www.mydealgenius.com](http://www.mydealgenius.com) to schedule an  
online demo today!**