

# Dealership Owners — Meet Salesforce The #1 CRM in the World.

**Automotive Cloud — A Solution Focused on  
Improving Your Dealer Group's Bottom Line**

**A single platform solution with industry-specific tools  
designed to turn your fixed and variable data into insight  
and bottom-line profits.**

Dealership solutions are often scattered across multiple suppliers, which creates gaps. Salesforce, the most popular CRM in the world, now offers an automotive-specific solution for your dealer group that unites applications, software, and systems on a single platform — eliminating gaps and creating a more agile user experience.

## Diabsolut's Salesforce solutions are a no code, highly configurable option to address various use cases and prioritize short-term return on investment.

- **Identify new sales opportunities:** lower customer payments, lease-over-miles, service-not-sold, etc.
- **Increase closing ratios:** with dealer-specific sales process, like embedded checklists with mandatory checkpoints
- **Improve F&I lost sales:** and sell more after-delivery F&I products
- **Understand household customer value:** in both service and sales to measure goodwill
- **Source more used cars:** through service-based trade-in identification
- **Reduce obsolete parts:** and lower inventory ageing
- **Increase CSI return percentage:** to maximize CSI bonus
- **Run sales contests:** to track and motivate Techs, Advisors, Sales Reps, and F&I

### Benefits include:



Improve F&I lost sales



Increase closing ratios



Reduce obsolete parts



Source more used cars

# There is No “One Size Fits All” Solution

**If your current solution is a one size fits all model, it's not made to fully support your needs or growth.**

Salesforce's adaptability, along with our implementation and integration expertise, allows your dealer group to have a unified system that will help meet your group's individual needs and goals, differentiate your group from the competition, and ensure your group is consistently following best practices.

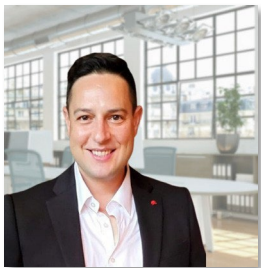
Regardless of where you are in your decision-making process, if you need a new solution for any part of your business, we can help — we'll get you up and running quickly and smoothly, with a solution designed to optimize, connect, and grow your business.

## **Our services include:**

- Discovery Sessions – Advisory and Consulting
  - Understanding Your Dealer Group's Needs
  - Establishing Areas of Focus to Bring Quick ROI
- Planning
  - Building a Personalized Roadmap for Your Business Requirements
  - Measuring Success: Delivery of Advanced Dashboards, Analytics and Reporting
- Post-Implementation Technical Expertise and Support
- Change Management and Training
  - Side-by-Side Training for an Easy Transition and Solution Launch

# The Diabsolut Difference

Diabsolut is leading the way in automotive solutions, investing in client success with dealer-requested Automotive Cloud and solution enhancements, including Equity Mining and DMS Partner Integrations. We're ready to work alongside your team, delivering immediate value to your dealership group.



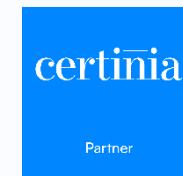
As a former GM and owner of an auto dealership, Johnny Evangelista will be guiding you through your advisory experience, with firsthand insight into what matters most.

## About Us

As Salesforce Consulting Experts, we offer innovative end-to-end solutions to address the business needs of organizations across many industries throughout North America.

We work closely with our customers to ensure they achieve success and deliver exceptional service, by giving them the best tools for the job. Reach out to us for solution advice, or more information on our single platform Salesforce Automotive Cloud solutions and services.





# Equity Mining Accelerator

**Take control of selling consistently – Turn customer data into opportunities and profit.**

## **The Reality – Monthly Sales Targets and Profit**

Your dealership group is faced with sales targets, every single month, tied to volume bonuses as a reward for hitting volume targets (often referred to as MBO or Management by Objectives). These monthly bonuses can represent the most significant difference to your Sales Department's Gross Profit at the end of each month – and are often the deciding factor between whether a month is good or bad.

## **How Can Our Mining Equity Tool Help?**

Our Equity Mining Tool is an accelerator that can be added to your Automotive Cloud or Salesforce solution. It works as a data mining tool focused on generating revenue for your dealership group by identifying additional sales opportunities.

The tool allows you to consistently identify and target current customers that are in favorable situations for trading in their current vehicle and buying a new one.

## Why is This Tool so Important?

It gives you the ability to control future pipeline, selecting which potential deals you would like to pull forward and how often you distribute these leads to sales reps.

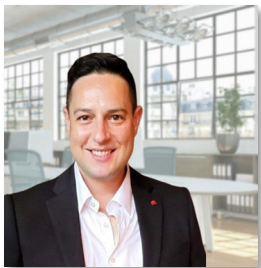
## What Areas Does the Tool Focus on to Generate Revenue and Additional Sales?

Equity Mining Type	Description	Who Uses It?
Lower Payment	Identify customers in which the dealer can immediately lower their payment through buying their existing trade-in, and selling them a new vehicle, at a lower monthly payment.	Sales Manager(s) (New, Used), Sales Reps
Equity	Identify customers whose vehicle lien is less than their trade-in is worth, making them ideal candidates for a new sale.	Sales Manager (New, Used), Sales Reps
Lower Interest Rate	Identify customers that can benefit from a transaction with a lower interest rate (e.g., need to finance a balloon loan).	Sales Manager (New, Used), Sales Reps
End of Term	Identify customers at the exact time they near the end of their vehicle financing.	Sales Manager (New, Used), Sales Reps
Servicing but Not Sold	Identify customers that live nearby and service at your dealer but have not purchased the vehicle at your Dealership. Great way to increase Local Market Share.	Sales Manager (New, Used), Sales Reps
Lease Over Allowed Mileage	Identify customers showing a trend of busting their mileage allowance at lease-end. What if we could help them avoid lease penalties before they go over their mileage allowance at the lease-end?	Sales Manager (New, Used), Lease Renewal Manager
Sold but Not Servicing	Identify customers that have purchased their vehicle at your dealer but have decided to service elsewhere.	Service Department
No-Show Service X Months	Identify potential client issues right away by seeing customers that stop their regular service patterns.	Service Department



# The Diabsolut Difference

Diabsolut is leading the way in automotive solutions, investing in client success with dealer-requested Automotive Cloud and solution enhancements, including Equity Mining and DMS Partner Integrations. We're ready to work alongside your team, delivering immediate value to your dealership group.



As a former GM and owner of an auto dealership, Johnny Evangelista will be guiding you through your advisory experience, with firsthand insight into what matters most.

## About Us

As Salesforce Consulting Experts, we offer innovative end-to-end solutions to address the business needs of organizations across many industries throughout North America.

We work closely with our customers to ensure they achieve success and deliver exceptional service, by giving them the best tools for the job. Reach out to us for solution advice, or more information on our single platform Salesforce Automotive Cloud solutions and services.

