

Accelerate My Deal Welcome Guide

Launching Your Program

SEPTEMBER 2023

COX AUTOMOTIVE



DEALER.COM

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Welcome

We're excited to partner with your dealership to help you speed up and streamline the sales process with **Accelerate My Deal.**

This guide is designed to set your dealership up for success. It includes an outline of what to expect and a list of actions to take before, during and after your implementation. Take the time to read through the information provided and start to imagine the opportunities and rewards to come.

Welcome to the world of modern car buying!



Overview

Why Accelerate My Deal?

More and more, car shoppers are ready to start - and even make - deals online. Thanks to a convergence of high consumer expectations, evolving technologies and a greater understanding of online behaviors, the stage has been set for revolutionizing the deal with Accelerate My Deal.

How does it work?

With the power of Accelerate My Deal, you will give your customers the shopping and buying experience they want, while being able to maintain the integrity of your deals. The platform helps shoppers structure deals with real monthly payments, explore and select F&I products, schedule a test drive, complete online credit applications and reserve a vehicle.

What's the end result?

A well-executed Accelerate My Deal program allows flexibility for the shopper, takes the stress out of negotiations and enables convenient, online financing. By reducing the amount of time a shopper spends purchasing their next vehicle, it frees up your dealership team to be more efficient. In the end, it's a win-win for both the shopper and the dealer.

Winning Numbers

DEALERS WIN

30%

HIGHER

Back

Gross Profit

On average, Accelerate My Deal leads produce 30% higher back-end gross profits compared to other internet lead sources*

SHOPPERS WIN

85%

MORE

Likely to Buy

Shoppers are 85% more likely to buy from a dealership that allows them to start or complete nearly all of the vehicle purchase online**

BOTH WIN

42 Min

LESS

Time In-Store

Heavy digital buyers spend 42 minutes less time in store compared to light digital buyers.**

* Cox Automotive Product Analytics - Lead to Close Analysis. Data from January 1 through December 1, 2020.

**2020 Digitization of End-to-End Retail Study

Let's Get Started

Read through the steps below to prepare for your dealership's launch of Accelerate My Deal

READY

Get acquainted with Accelerate My Deal and prepare for launch

- Read through this Welcome Guide
- Determine your settings/preference choices (pages 9-15)
- Identify who in your store is responsible for the digital retail rollout, who will participate in the launch and the *Impact Training*

SET

Consultation and training resources to help you get started

- Participate in the launch call to configure settings
- Communicate to all applicable team members that Accelerate My Deal is live
- Set up CRM workflows and alerts
- If desired, configure RouteOne integration

GO

Continue to refine and get support during your digital retailing adoption

- Impact Training* takes place
- Schedule & participate in ongoing business reviews with assigned Digital Storefront Performance Manager
- Refine roles and responsibilities within the dealership and identify any training needed
- Implement process changes for incoming digital retailing deals and inquiries (both in-store and online)

Your Support Team

Regional Sales Manager

As you make the decision to utilize Accelerate My Deal in your dealership, your regional sales manager can answer any initial questions and introduce you to your assigned Performance Manager.

Implementation Team

A member of the Accelerate My Deal implementation team will contact you via email to let you know your account is being configured and they will gather the required information for launch, as outlined in this guide. Once ready, your launch call will be scheduled where we will review the new Accelerate My Deal experience.

Client Trainer

Encourage your Sales Staff and BDC to attend a 45 minute session with our Client Trainer to review Accelerate My Deal best practices. Learn how to best respond to customer deals to continue the conversation from online to in store. Also, learn how to capitalize on branding opportunities to get the most out of the Accelerate My Deal experience.

Performance Manager

Your dedicated Digital Storefront Performance Manager will provide guidance after you go live, to help you work the tool into your sales process, create marketing/branding strategies to help stand out from the competition and provide workflow tips to increase profits.

Ongoing Training

For training and resources regarding advanced digital retailing activation and process transformation in your store, visit [our onboarding page](#) or reach out to your Performance Manager.



A man in a white shirt and tie is looking at a laptop on a car dashboard. The background is a blurred car interior.

Key Details for a Successful Launch

Gather this information

To successfully launch Accelerate My Deal at your dealership, please gather the information listed on this page **prior** to your launch call.

- Primary contact information (ISM/GM/GSM/F&I)
- List of preferred lenders
- CRM lead destination information
- Email address for all credit submissions
- Preferred credit reporting bureau
- Dealertrack.com Account ID #, or [Enroll in Dealertrack](#) at no charge if not already enrolled – required for launch and allows access to leads
- [Enroll in WorldPay](#) (if enabling Reservations)
- [Complete Vehicle Protection form](#) (if enabling this feature)

Accelerate My Deal Settings

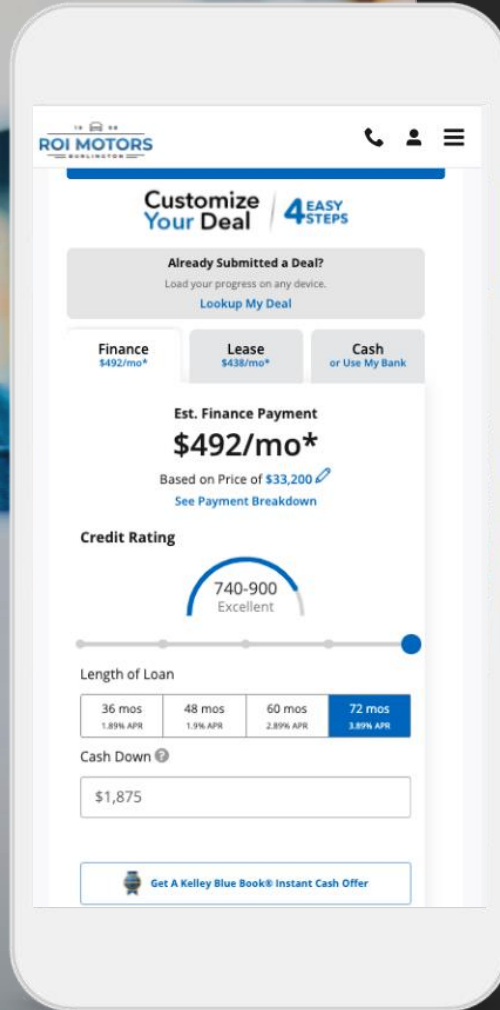
Review your setting options

During the installation of Accelerate My Deal, you will be asked to make selections on user settings. These settings impact what your shopper will experience as they navigate through the process.

To maximize your dealership's success with Accelerate My Deal, it's important to consider settings that best align with your business goals.

The options listed in this guide are simply a summary of the most critical; many other options are available. Talk to your Digital Storefront Performance Manager during your scheduled business review sessions to learn more.





Settings

Payment Calculations

Given most shoppers are payment buyers, setting options that affect how your payments display are crucial. There are multiple settings within this category that will impact your success.

Key points to consider include:

Maximize the effectiveness of your strategy by balancing the display of aggressive (low) payments with actual transaction payments.

Evaluate your current inventory pricing strategy; be sure your pricing and payments are consistent across all online portals.

Settings Payment Calculations

90% OF CAR BUYERS
Are Payment Shoppers*

Accelerate My Deal puts the financing information car buyers need at their fingertips to get an accurate, personalized payment, plus finance and trade-in options.

Payments are calculated to include city, state and county taxes & fees.

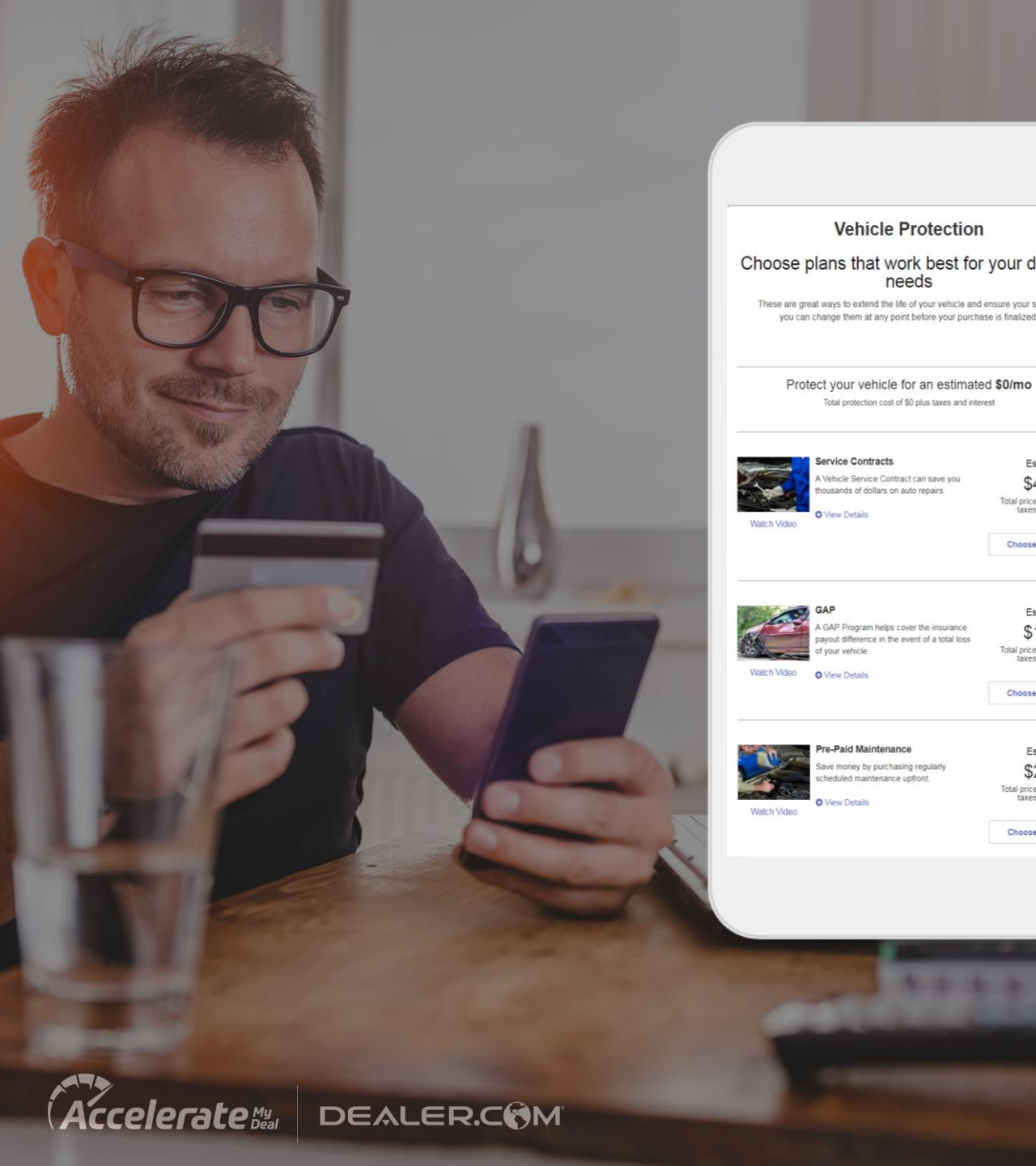


Settings / Payment Calculations

Settings	Choices	Default	Considerations
Cash down payment -Select for Finance and Lease	<input type="checkbox"/> % of Price <input type="checkbox"/> Set \$ Amount	10% Finance \$2,000 Lease	Make sure your cash down payment settings mirror your other marketing & OEM programs. This setting should also mirror your in-store processes.
Default credit tier -Select for New & Used, Finance & Lease	<input type="checkbox"/> Excellent <input type="checkbox"/> Very Good <input type="checkbox"/> Good <input type="checkbox"/> Fair <input type="checkbox"/> Poor	Very Good	Determine your dealership's actual average customer credit scores.
Enable lease payments	<input type="checkbox"/> On <input type="checkbox"/> Off	On	Consider mirroring your other marketing and OEM programs.
Default lease vs. finance for new	<input type="checkbox"/> Lease <input type="checkbox"/> Finance	Finance	Consider mirroring your dealership's actual lease/finance penetration percentage. If under 50% lease, consider using lease defaults to boost lease penetration.

Settings / Payment Calculations cont.

Settings	Choices	Default	Considerations
Exclude cash incentives from loan price/lease price	<input type="checkbox"/> Yes <input type="checkbox"/> No	No	<p>Recommendation is to select No if dealership can provide a price feed without incentives, but with dealer discounts included. This allows for the calculation of accurate incentives.</p> <p>If vehicle pricing already includes cash/OEM incentives, select Yes to exclude cash incentives so they are not applied twice.</p>
Finance - Available Terms (# months)	<input type="checkbox"/> Terms are customizable for new & used	New: 36, 48, 60, 66, 72, 84 months Used: 36, 48, 60, 66, 72 months	Ok to utilize multiple lenders to achieve lowest payment.
Lease - Available Terms & Mileage (new)	<input type="checkbox"/> Term & Mileage are customizable	Terms: 24, 36, 39, 48 months Mileage: 10k, 12k, 15k	Ok to utilize multiple lenders to achieve lowest payment.
Finance Rate Markup	<input type="checkbox"/> Finance reserve	None	Mirror current dealership payment quote markups.
Lease Rate Markup	<input type="checkbox"/> Lease reserve	None	Mirror current dealership payment quote markups. If you include markup here, it could cause the payments displayed to be higher than OEM advertised payments.



Vehicle Protection

Choose plans that work best for your driving needs

These are great ways to extend the life of your vehicle and ensure your safety - you can change them at any point before your purchase is finalized.

Protect your vehicle for an estimated **\$0/mo**
Total protection cost of \$0 plus taxes and interest

Service Contracts Est. Payment
\$45/mo
Total price \$3,186 plus taxes and interest

A Vehicle Service Contract can save you thousands of dollars on auto repairs.

[Watch Video](#) [View Details](#) [Choose Terms](#)

GAP Est. Payment
\$18/mo
Total price \$1,231 plus taxes and interest

A GAP Program helps cover the insurance payout difference in the event of a total loss of your vehicle.

[Watch Video](#) [View Details](#) [Choose Terms](#)

Pre-Paid Maintenance Est. Payment
\$27/mo
Total price \$1,905 plus taxes and interest

Save money by purchasing regularly scheduled maintenance upfront.

[Watch Video](#) [View Details](#) [Choose Terms](#)

Settings Vehicle Protection

Vehicle Protection is standard in all packages

Research shows us that buyers are

63% **MORE LIKELY** to buy F&I products*

when they learn about them earlier in the process.

Your settings choices here determine the level of display for your F&I products. Default settings will be put into place but if you'd like to customize, fill out the F&I form.

*2018 Cox Automotive Car Buyer Journey Study

Settings / Payment Calculations Cont.

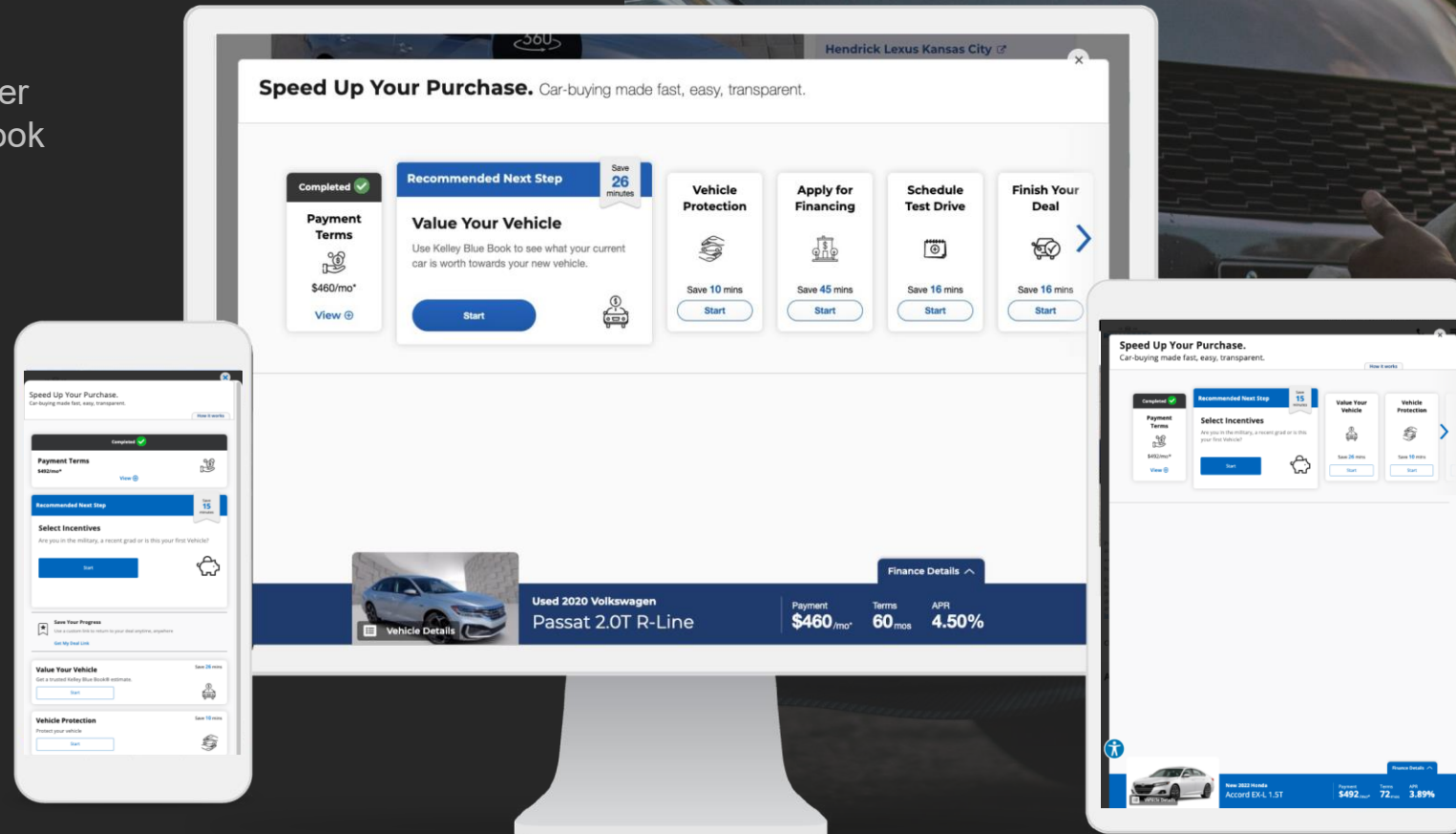
Settings	Choices	Considerations
Display F&I products	<input type="checkbox"/> Yes <input type="checkbox"/> No	Identify which F&I products you want to display and who is the provider for each product. (For example, JM&A for gap insurance, vehicle service contracts, pre-paid maintenance, all-weather mat accessories, etc.)
Display F&I products with custom descriptions	<input type="checkbox"/> Yes <input type="checkbox"/> No	Research shows there is a significant increase in F&I conversions by giving shoppers the opportunity to “self-discover” F&I products online. This gives them the ability to research and make educated selections, prior to entering the dealership.
Display F&I products with pricing and monthly payment	<input type="checkbox"/> Yes <input type="checkbox"/> No	Displaying both description and pricing/payments is a dealership’s best long-term strategy. However, it requires a significant commitment for both launch and maintenance. Make sure your store is ready before turning on this feature.
F&I Product Markup	<input type="checkbox"/> % Markup <input type="checkbox"/> Set \$ Amount	Each product can be assigned a unique markup amount.

The Shopper Experience

Shoppers can experience Accelerate My Deal on your dealership website*, Autotrader listings, and/or Kelley Blue Book listings.

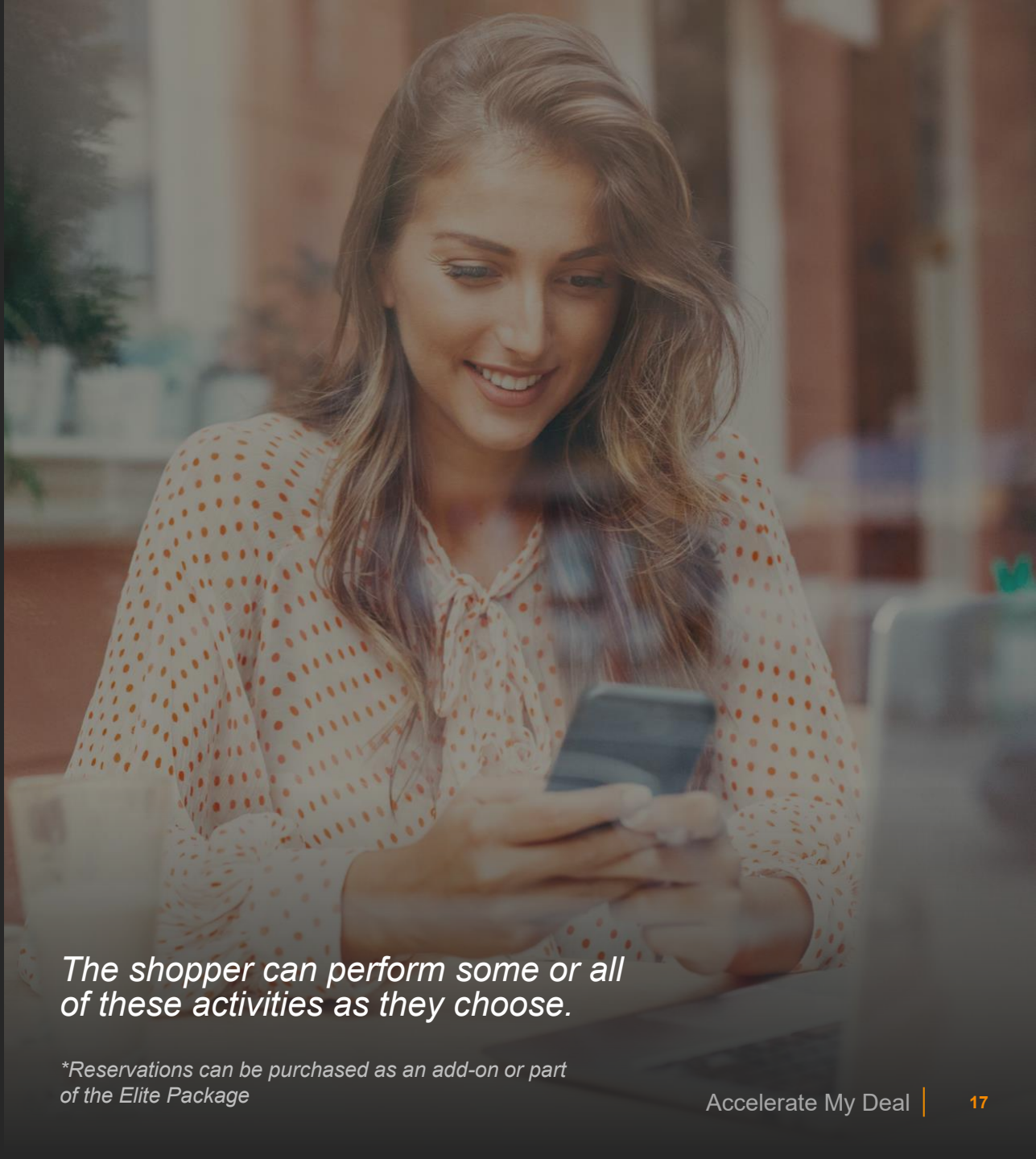
*Depending on package purchased

Images reflected are representative only and may change based on updates to enhance the shopper experience.



The Experience

- 1 Set Payment Terms
- 2 Trade-in Valuation
- 3 Vehicle Protection
- 4 Apply for Credit
- 5 Schedule a Test Drive
- 6 Finalize & Submit the Deal
- 7 Reservations*



The shopper can perform some or all of these activities as they choose.

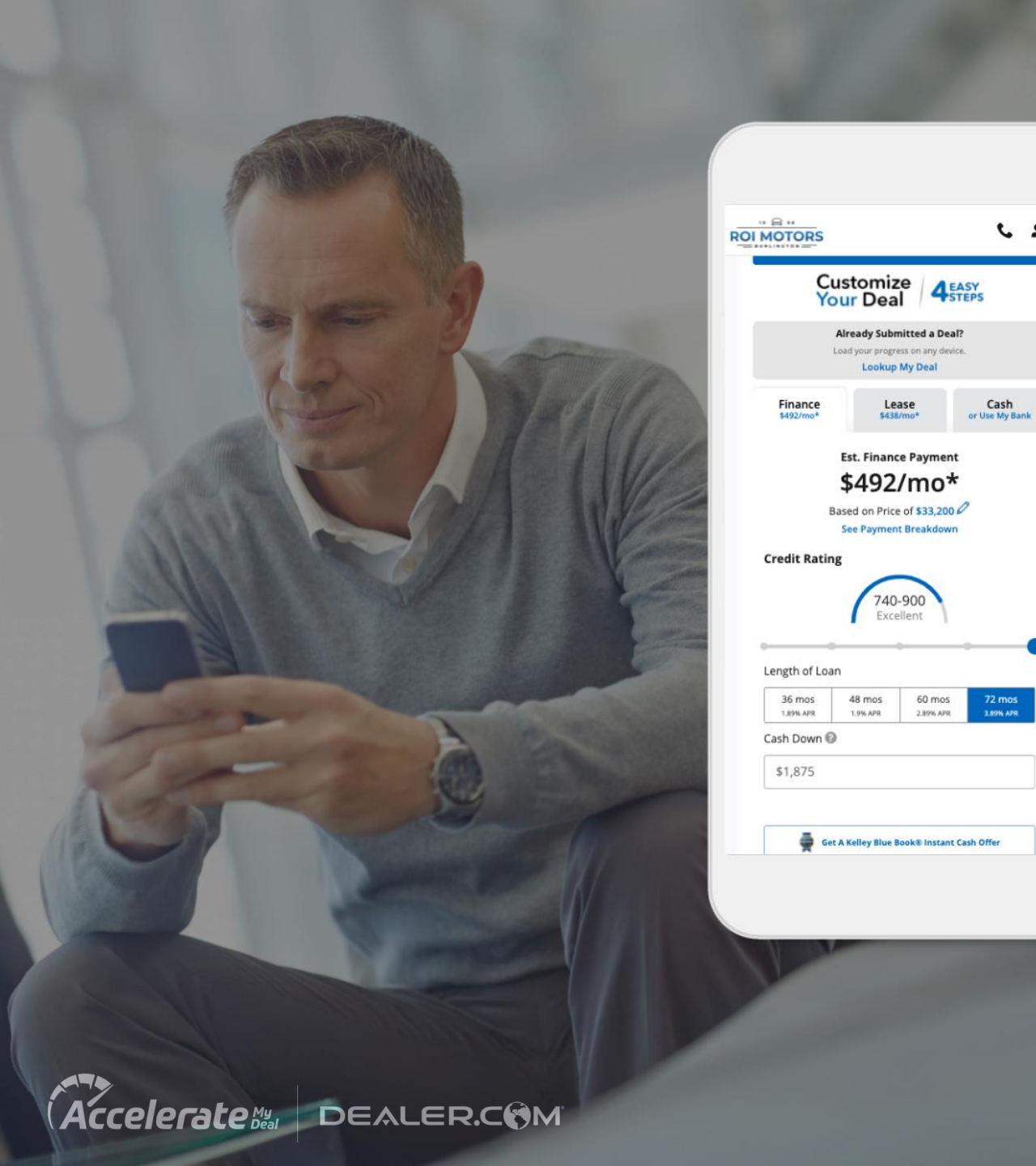
**Reservations can be purchased as an add-on or part of the Elite Package*

1. Payment Terms

After the shopper starts their deal, they can customize many fields in this category, including:

- Finance, lease or cash payment
- Asking price \$ amount
- Down payment \$ amount
- Credit score
- Finance / lease terms

Once all of these selections are made, an estimated payment will be displayed.



The image shows a man in a grey sweater looking at his smartphone. The phone screen displays the ROI MOTORS app interface for customizing a deal. The app has a white background with blue accents. At the top, it says "ROI MOTORS" and "Customize Your Deal | 4 EASY STEPS". Below that, there's a section for "Already Submitted a Deal?" with a "Lookup My Deal" link. There are three tabs: "Finance \$492/mo*", "Lease \$438/mo*", and "Cash or Use My Bank". The "Finance" tab is selected. Below the tabs, it shows "Est. Finance Payment \$492/mo*" based on a price of \$33,200. There's a "Credit Rating" section with a gauge showing "740-900 Excellent". Below that is a "Length of Loan" section with four options: "36 mos 1.89% APR", "48 mos 1.9% APR", "60 mos 2.89% APR", and "72 mos 3.89% APR". The "72 mos" option is selected. There's a "Cash Down" field with "\$1,875" entered. At the bottom, there's a button for "Get A Kelley Blue Book® Instant Cash Offer".

2. Trade-in Valuation

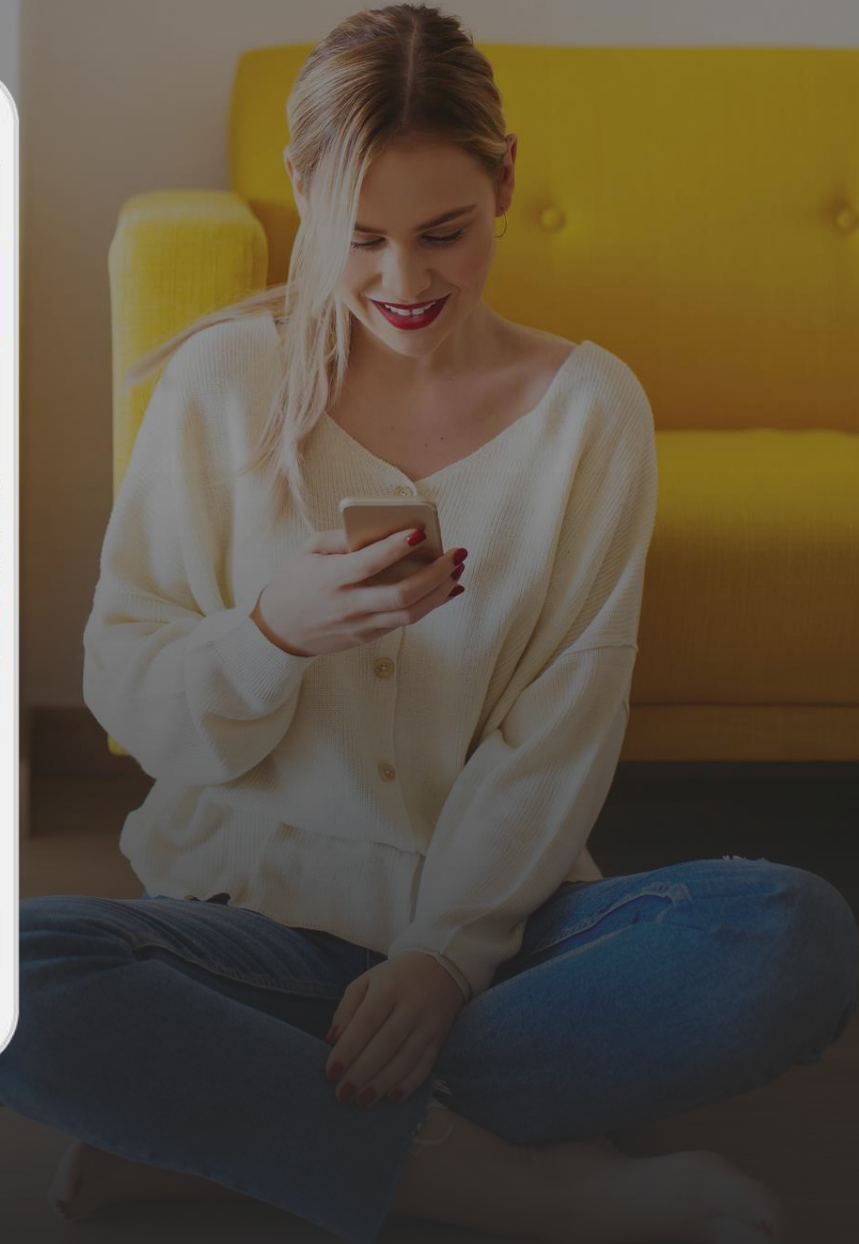
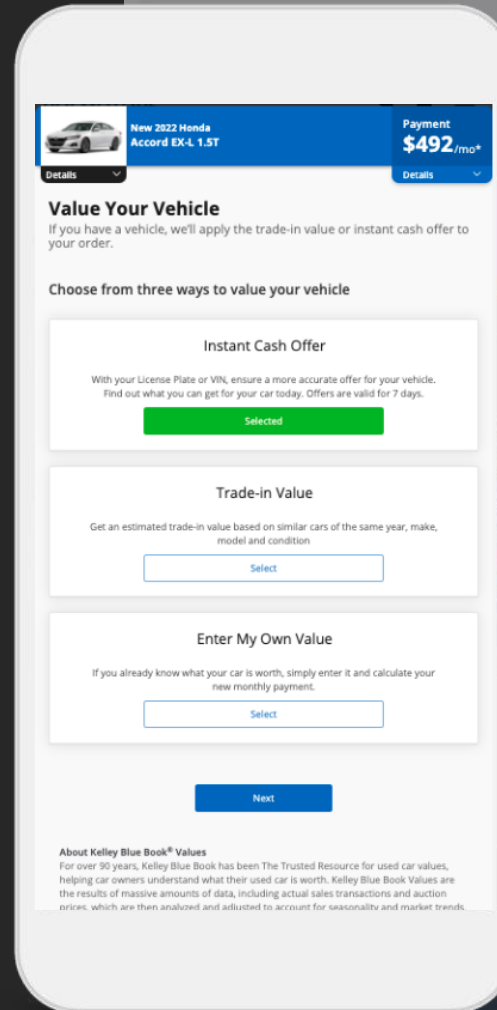
Shoppers can provide basic information about their current car and receive either:

- Kelley Blue Book trade-in value
- Kelley Blue Book Instant Cash Offer*
- Manual Trade Entry

The trade-in value is automatically incorporated into estimated monthly payment.

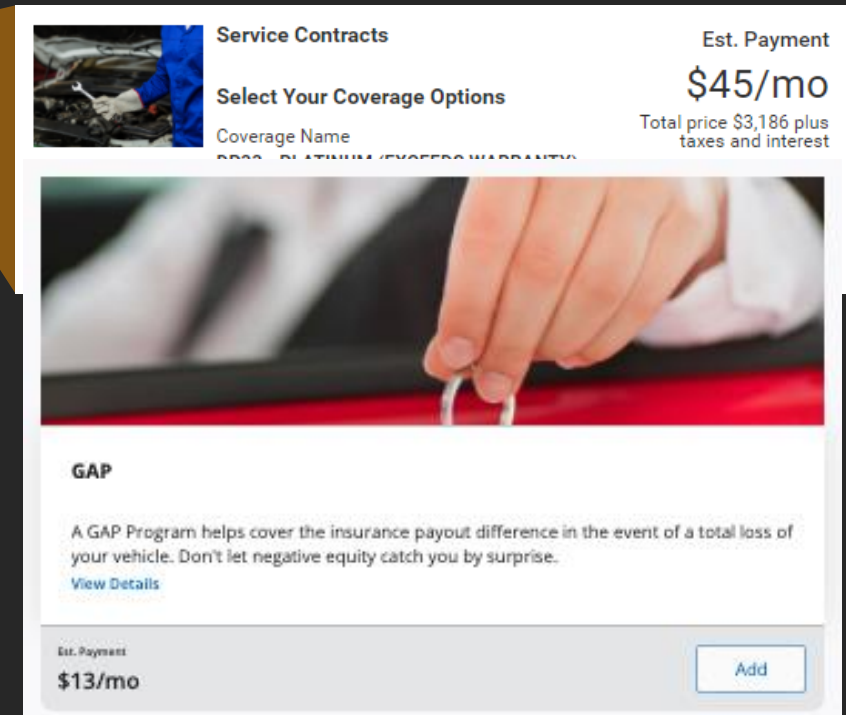
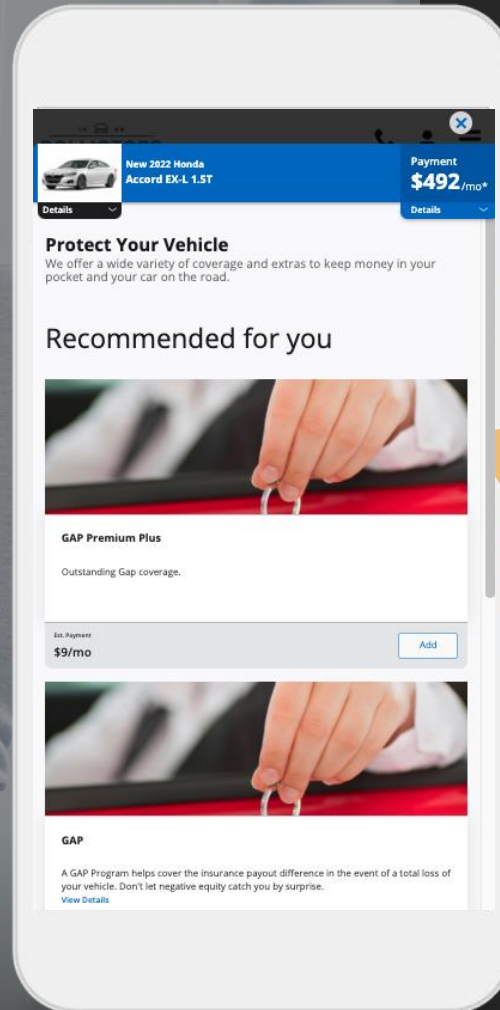


Kelley Blue Book® Price Advisor



3. Vehicle Protection

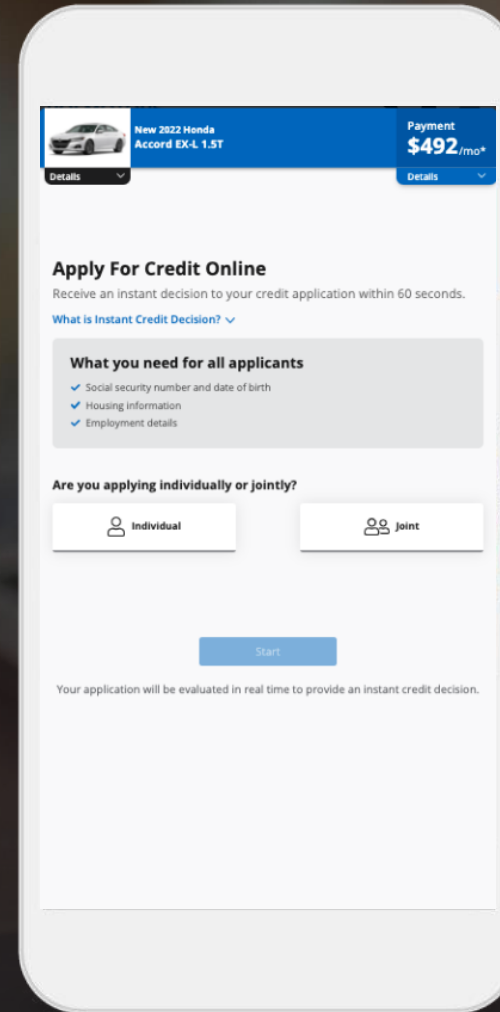
In the vehicle protection section, shoppers can research, review costs, select and add different F&I products to protect their investment.



4. Apply For Credit

Accelerate My Deal's credit application supports the latest regulations and ensures that shoppers can easily complete their credit application completely online, with proper disclosures as required by state and federal government.

Leveraging Cox Automotive's DRaaS APIs we are able to submit the credit app to any credit portal supported by DRaaS; Today routing is available to uniFI, iDeal and RouteOne.



5. Schedule a Test Drive

Shoppers can also schedule a test drive through Accelerate My Deal.

The Shopper:

- Chooses a timeframe of morning, afternoon or evening
- Provides contact information so you can reach out to confirm a time
- Can choose to test drive at the dealership or from home

The Dealership:

- Schedules the test drive
- Ensures vehicle is available and clean

New 2022 Honda Accord EX-L 1.5T Payment **\$492/mo***

Schedule a Test Drive or Delivery
Let us know the date and time you are available and we'll set it up for you.

Do You Need To Schedule A Test Drive Or Delivery?

Test Drive | Vehicle Delivery

Preferred Location

Dealership | Other Location

What Day Is Best?

Feb 18 Fri | Feb 19 Sat | Feb 20 Sun | Feb 21 Mon | Pick a Date

What Time Of Day Works For You?

Morning | Afternoon | Evening

Test

6. Finalize and Submit the Deal

After all payment terms have been entered, payments are then calculated to include city, state and county taxes & fees based on the shopper's location. To submit their deal, the shopper is only required to provide their name and email address (phone number is optional). It's that easy!

Pricing and payments are consistent across Autotrader, Kelley Blue Book and Dealer.com websites, creating transparency and trust between the customer and dealership.

ROI MOTORS

Customize Your Deal 4 EASY STEPS

Already Submitted a Deal?

Submit Your Offer

You'll be able to calculate taxes, schedule a test drive, and more on the next page.

First Name

Last Name

Email

Phone (Optional)

Submit Your Offer

No Thanks, Continue

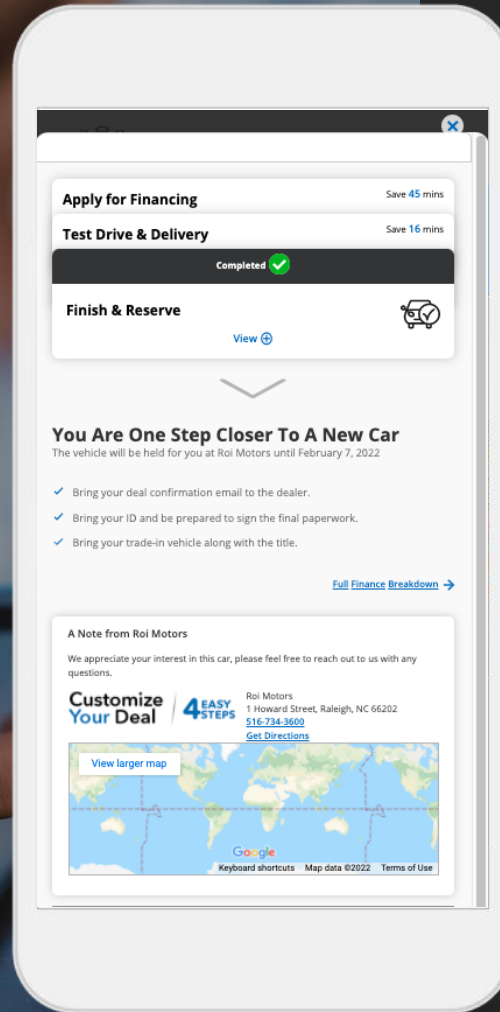
You may receive correspondence from the dealership about this vehicle.

\$1,875

7. Reservations

Shoppers can make a refundable deposit via credit card and receive the commitment of a reserved vehicle with a scheduled appointment.*

The number of days a dealership will hold a car and the deposit amount required vary based on reservations settings selected.



Streamlined Deal Making Process

Customer Dashboard

Amy Harmon
(Individual)
H: (438) 830-5619
W: (385) 342-9004
C: (435) 830-5619
amy.harmon607@gmail.com
142 Oak St
Draper, UT, 84020

Search: [Facebook] [Twitter] [LinkedIn] [Email]

- Template: "Unsold Walk-in BDC Follow-up" [Dismiss](#) [Edit](#)
Assigned To: Skyler Chadwick
Type: Lead Task
- The prospect just viewed this email. [Dismiss](#) [Edit](#)
Assigned To: Vinessa Assistant
Type: Assigned Task
- Text Message Reply Received: Browse inventory [Dismiss](#) [Edit](#)
Assigned To: Vinessa Assistant
Type: Assigned Task

▼ **Key Information** [Share] [Print]

	New 2022 Nissan Murano Platinum 72-mo Finance \$385.38-mo \$24704.61	2/11/2022
	Lifestyle insights to help understand your customer.	
	Not engaged	2/8/2022

Pick up every online deal right where the customer left off and streamline the deal process with a seamless workflow that brings customer lead and deal information directly into Connect CRM and Connect Desking.

Dealers can create digital deals that are easily shared and receive shopper alerts, while minimizing duplicates, with a central record of real-time shopper activity right in Connect CRM.

New 2022 Nissan Murano Platinum

Payment: **\$385/mo*** Terms: **72 mos** APR: **3.90%**

Vehicle Details

Offer Created by Customer
2/11/2022 at 2:44pm

Offer Activity

- Selected Financing Terms
- Added 1 Special Incentives
- Trade-In
- Vehicle Protection
- Credit Application
- Test Drive
- Vehicle Reservation
- Document Upload

Last updated by Customer on 2/11/2022 at 2:44pm

Finance Offer Details
Stock #: DD7654
Name: Amy Harmon
Email: amy.harmon607@gmail.com
Phone: 435-830-5619

Offer Details

MSRP	\$27,599
Advertised Price	\$27,599
Shopper Asking Price	\$27,599

Est. Finance Payment: **\$385/mo**

Credit Score	Good 670-699
Length of Loan	72 mo
APR	3.9% APR
Location	84020

[Copy To Desking](#)

ActivEngage Managed Chat

The image shows a car buying process flow and a live chat interface. The process flow is titled "Speed Up Your Purchase. Car-buying made fast, easy, transparent." and includes steps: "Completed Payment Terms" (Save 15 minutes), "Recommended Next Step: Select Incentives" (Save 15 minutes), "Value Your Vehicle" (Save 26 mins), "Vehicle Protection" (Save 10 mins), "Apply for Financing" (Save 45 mins), "Test Drive & Delivery" (Save 16 mins), and "Finish & Reserve" (Save 90 mins). Below the flow, a car is shown: "New 2022 Honda Accord EX-L 1.5T" with a payment of "\$548/mo*".

The live chat interface is titled "Live Chat with: Jessie K." and shows a conversation:

- Customer: "I do, wow that's great!"
- Agent: "you've made it to online dealer... here to assist you through the entire process. If you have any questions, just ask!"
- Customer: "okay, thank!"
- Agent: "Of course! Some examples of tasks you can complete right here are trade-in valuations, financing applications, test-drive appointments and more!"
- Customer: "Wow, that's pretty cool. Super convenient."

The chat interface includes a "Send" button and a "Powered by ActivEngage" logo.

Dedicated, fully-integrated, and always-on. ActivEngage's award-winning managed service revolutionizes the online retailing process by bringing performance and personality to an otherwise robotic process. Building a deal is easier and more convenient as our team works alongside your shoppers—and the handoff to your store is always seamless.

Accelerate My Deal Welcome Guide

Launching Your Program

COX AUTOMOTIVE

 **Accelerate** My Deal

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