

# Accelerate My Deal Welcome Guide

Launching Your Program

February 2022

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

**24%**

**HIGHER**

**Gross Profit Per Deal<sup>1</sup>**

**5x**

**MORE**

**Likely to Submit a Lead<sup>2</sup>**

**36%**

**FASTER**

**Close Rate<sup>3</sup>**

Close more profitable deals faster by offering consumers the flexibility and convenience to start the car buying process online”

1. Cox Automotive Product Analytics - Lead to Close Analysis. Data from January 1 through December 1, 2020.
2. Comparison of visits with versus without digital retailing activities, Dealer.com hosted websites (June 2020– Dec 31 2020)
3. Internet leads from Accelerate MyDeal on average closed 36% faster than other internet leads. Data sourced from VinSolutions CRM dealers from 7/1/2020 to 7/1/2021. Analysis performed October 2021

# 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
- ☐ If desired, set up CoBrowse/live chat and Reservations\*

## GO

Continue to refine and get support during your digital retailing adoption

- ☐ Schedule & participate in ongoing business reviews with assigned Digital Storefront Performance Manager
- ☐ *Impact Training* takes place
- ☐ 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)

\* Reservations included in Elite Package; available as add-on with all other Packages

# 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.

## 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 with grey hair, wearing a white dress shirt and a blue and white striped tie, is sitting in the driver's seat of a car. He is looking down at a laptop computer that is open on his lap. The car's interior, including the steering wheel and dashboard, is visible. The background is slightly blurred, showing the car's exterior and some greenery.

# 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

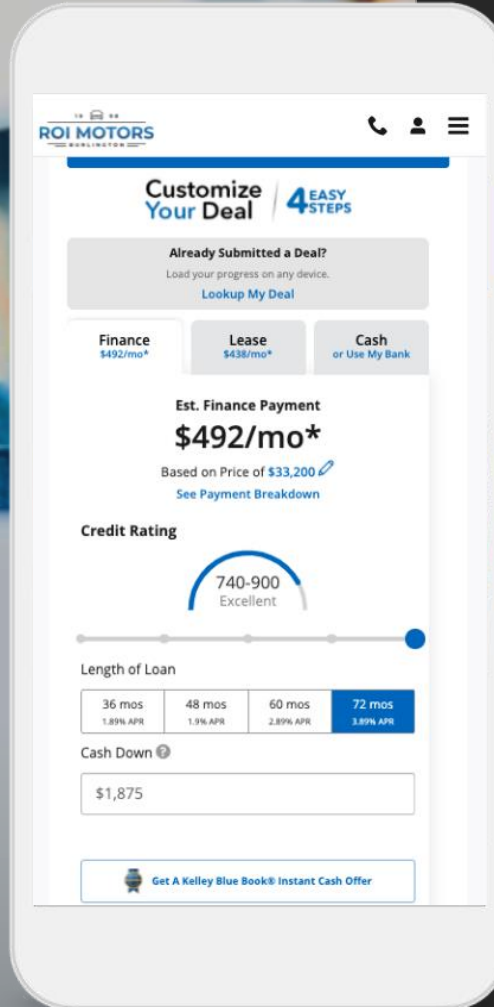
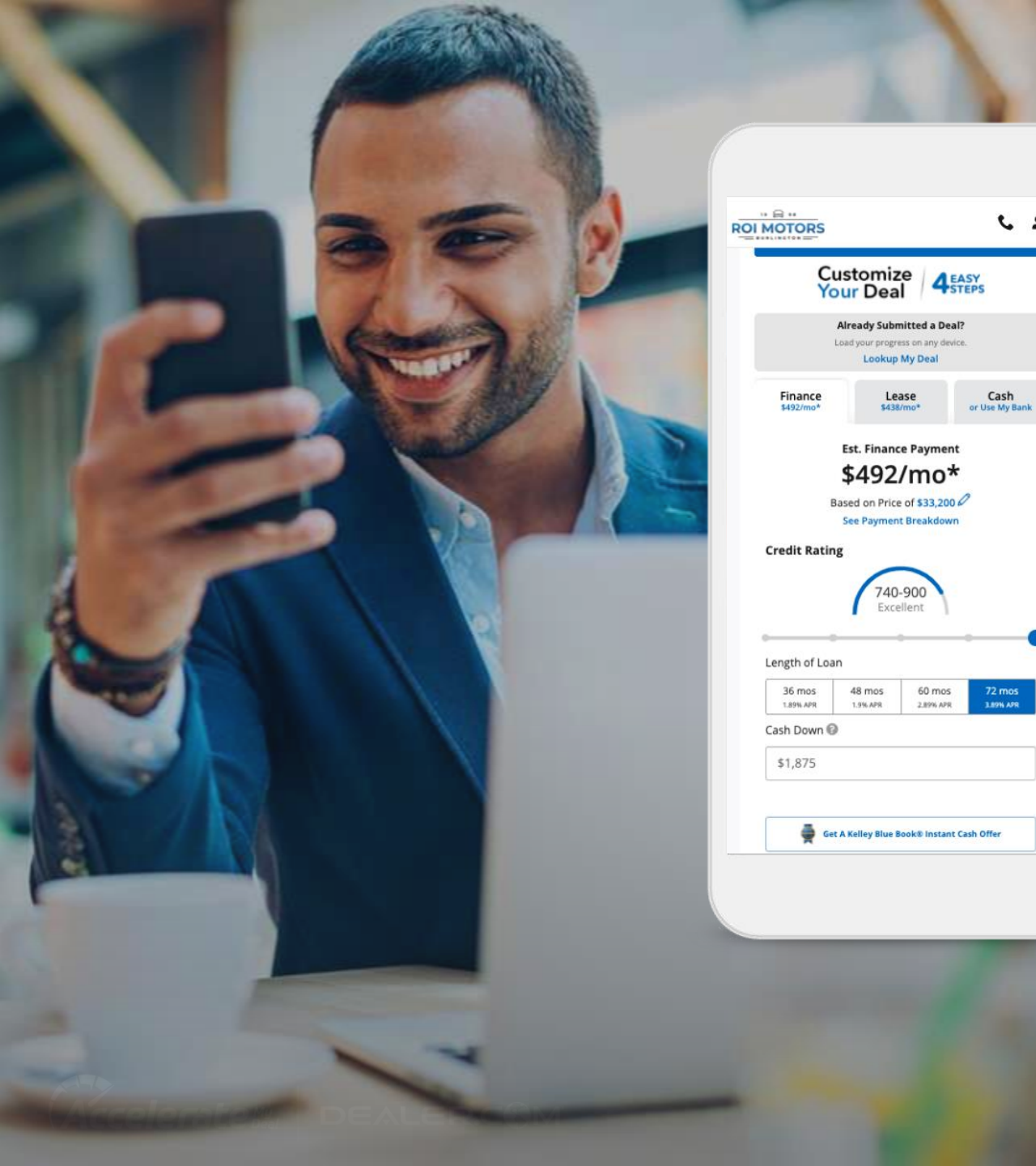
## Payment Calculations

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.



ROI MOTORS

Customize Your Deal 4 EASY STEPS

Already Submitted a Deal?  
Load your progress on any device.  
[Lookup My Deal](#)

Finance \$492/mo\* Lease \$438/mo\* Cash or Use My Bank


Est. Finance Payment  
**\$492/mo\***  
Based on Price of \$33,200  
[See Payment Breakdown](#)

Credit Rating  
740-900  
Excellent

Length of Loan

36 mos 1.89% APR	48 mos 1.9% APR	60 mos 2.89% APR	72 mos 3.89% APR
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Cash Down ⓘ  
\$1,875

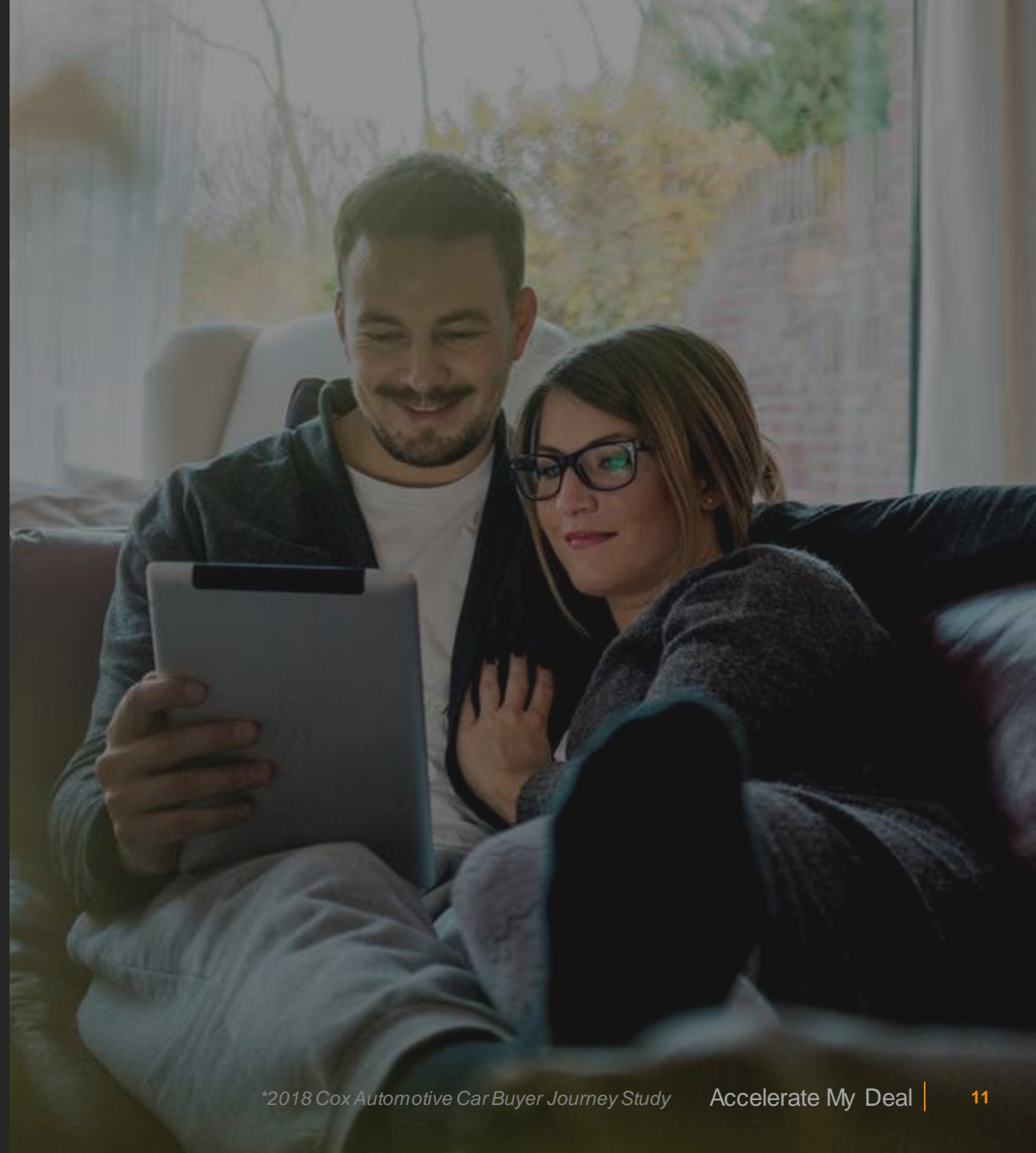
 Get A Kelley Blue Book® Instant Cash Offer

# 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	<b>New:</b> 36, 48, 60, 66, 72, 84 months <b>Used:</b> 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	<b>Terms:</b> 24, 36, 39, 48 months <b>Mileage:</b> 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.

# 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

### 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.

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Protect your vehicle for an estimated \$0/mo

Total protection cost of \$0 plus taxes and interest

---



**Service Contracts**

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

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


Est. Payment

**\$45/mo**

Total price \$3,186 plus taxes and interest

[Choose Terms](#)

---



**GAP**

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

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


Est. Payment

**\$18/mo**

Total price \$1,231 plus taxes and interest

[Choose Terms](#)

---



**Pre-Paid Maintenance**

Save money by purchasing regularly scheduled maintenance upfront.

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

Est. Payment

**\$27/mo**

Total price \$1,905 plus taxes and interest

[Choose Terms](#)

# Settings / Payment Calculations Cont.

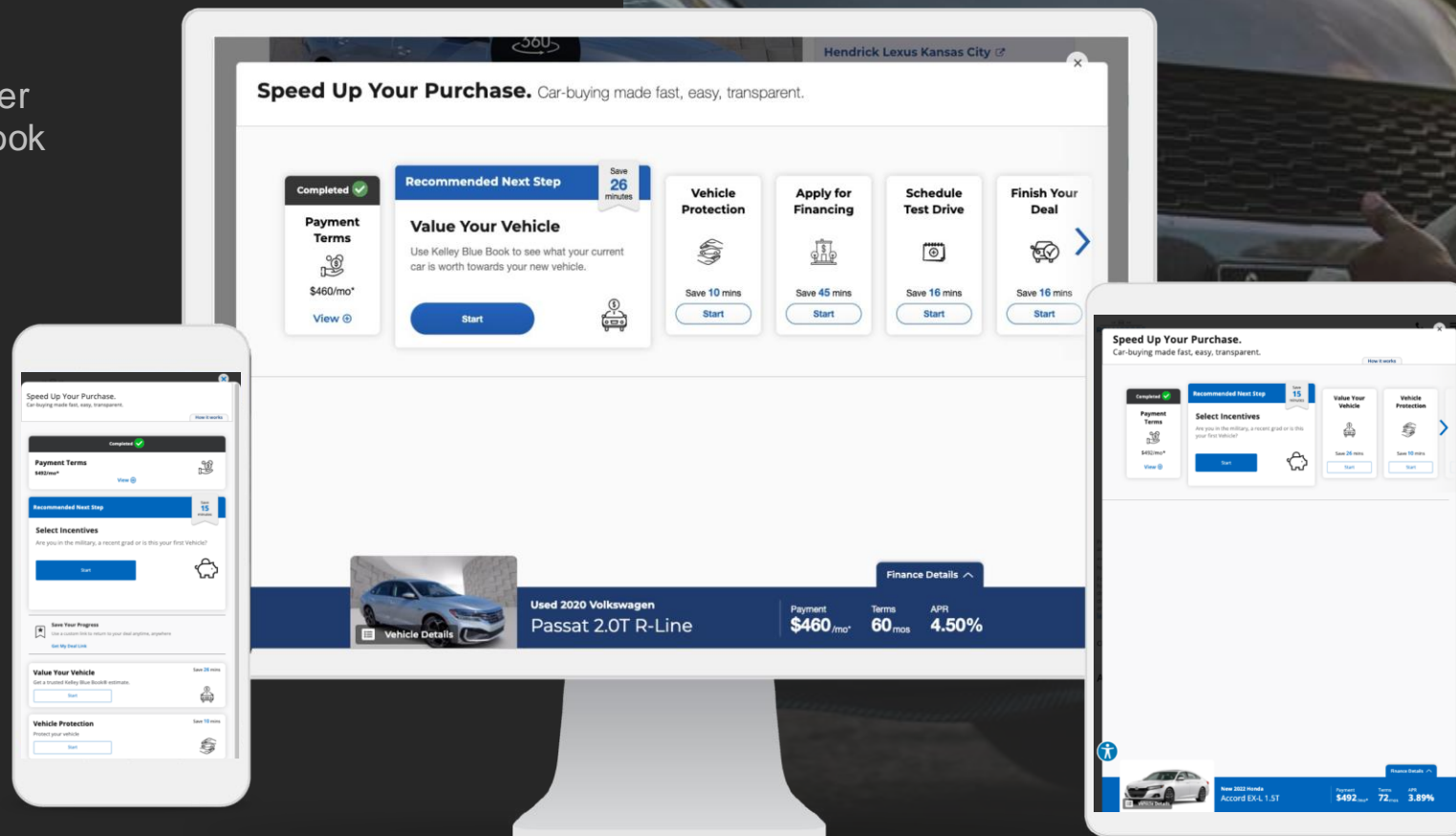
Settings	Choices	Considerations
Display F&I products	<input type="checkbox"/> Yes <input type="checkbox"/> No	Identify which F&I products you want to display and who is the provider for each product. (For example, JM&A for gap insurance, vehicle service contracts, pre-paid maintenance, all-weather mat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

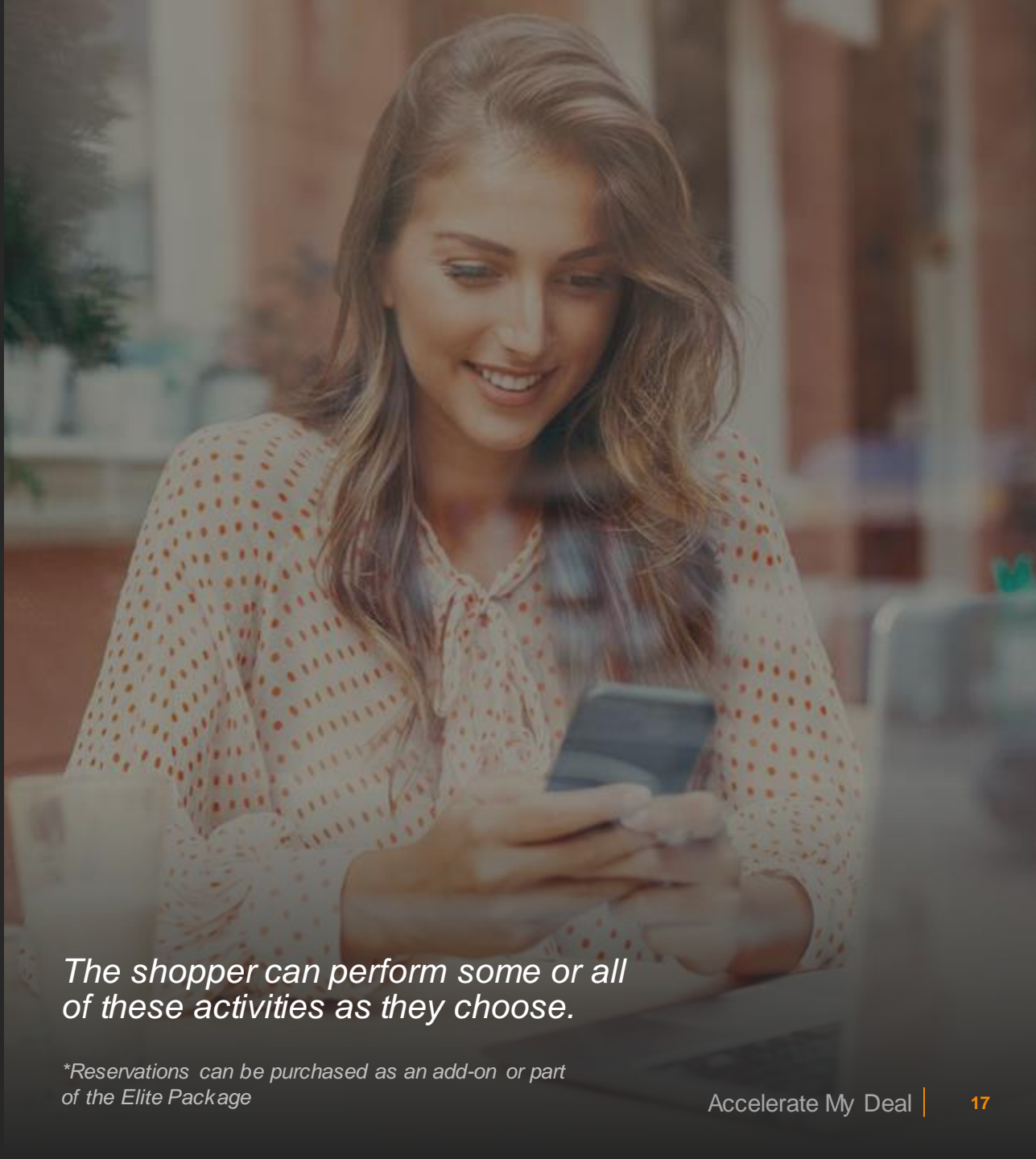
Images reflected are representative only and may change based on updates to enhance the shopper experience.





# 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.*

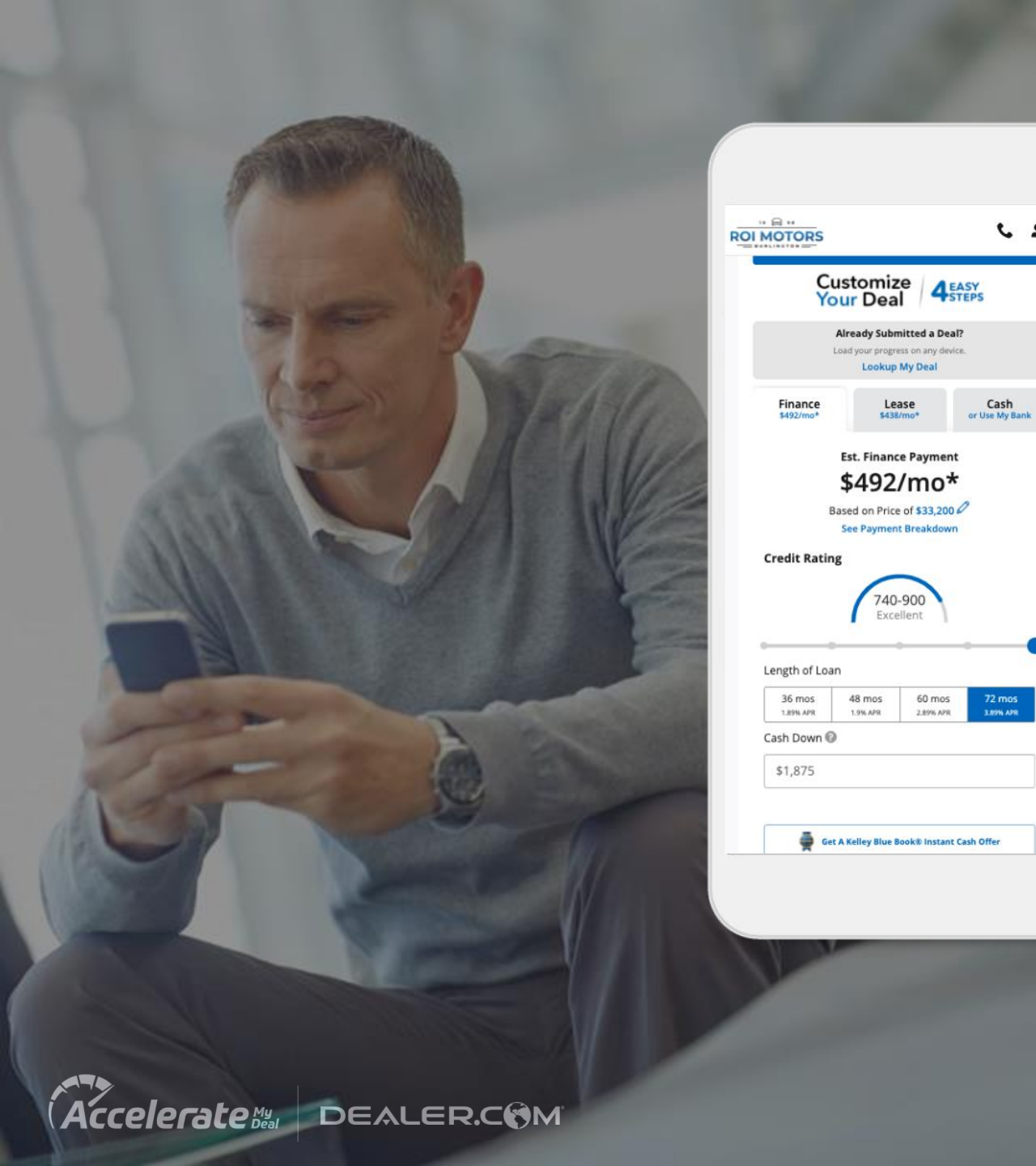
\*Reservations can be purchased as an add-on or part of the Elite Package

# 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 sitting and looking at a smartphone. The phone screen displays the ROI Motors app interface. At the top, it says 'ROI MOTORS' with a logo. Below that, it says 'Customize Your Deal' and '4 EASY STEPS'. There is a button that says 'Already Submitted a Deal? Load your progress on any device. Lookup My Deal'. Below this are three tabs: 'Finance \$492/mo\*', 'Lease \$436/mo\*', and 'Cash or Use My Bank'. The 'Finance' tab is selected. Below the tabs, it says 'Est. Finance Payment \$492/mo\*' and 'Based on Price of \$33,200'. There is a link to 'See Payment Breakdown'. Below that is a 'Credit Rating' section with a gauge showing '740-900 Excellent'. There is a slider for 'Length of Loan' with 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. Below that is a 'Cash Down' section with a text input field showing '\$1,875'. At the bottom, there is a button that says '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**



New 2022 Honda  
Accord EX-L 1.5T

Payment  
**\$492/mo\***

Details

**Value Your Vehicle**  
If you have a vehicle, we'll apply the trade-in value or instant cash offer to your order.

Choose from three ways to value your vehicle

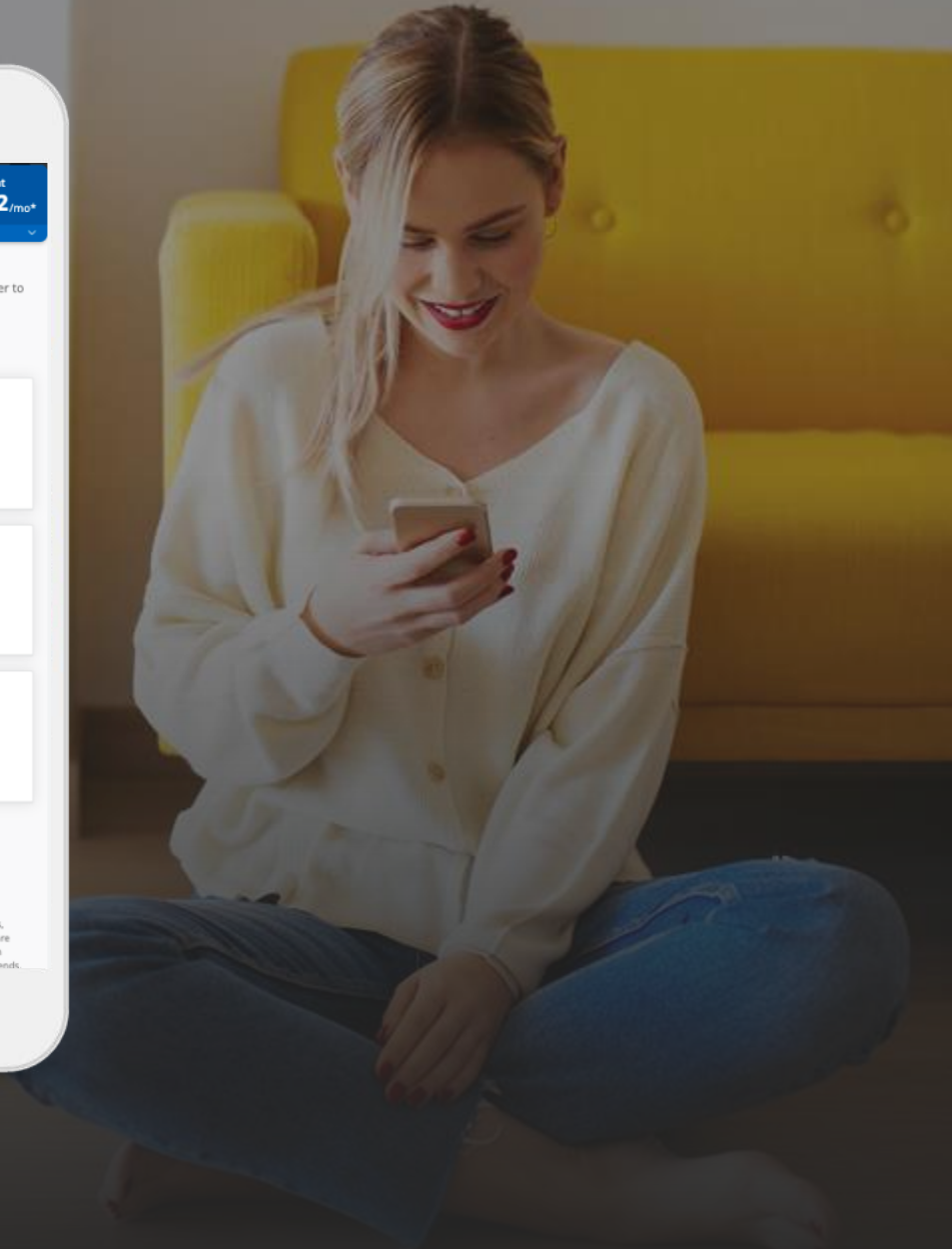
Instant Cash Offer  
With your License Plate or VIN, ensure a more accurate offer for your vehicle. Find out what you can get for your car today. Offers are valid for 7 days.  
**Selected**

Trade-in Value  
Get an estimated trade-in value based on similar cars of the same year, make, model and condition.  
**Select**

Enter My Own Value  
If you already know what your car is worth, simply enter it and calculate your new monthly payment.  
**Select**

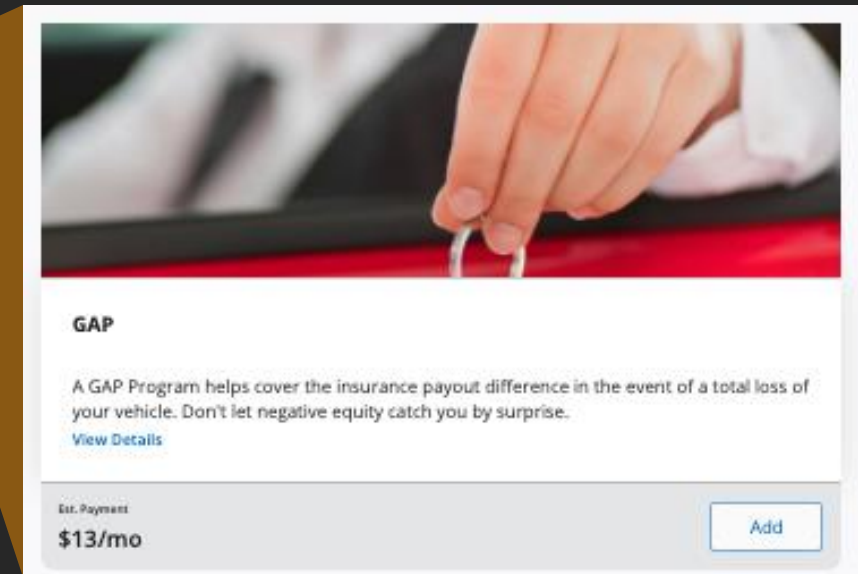
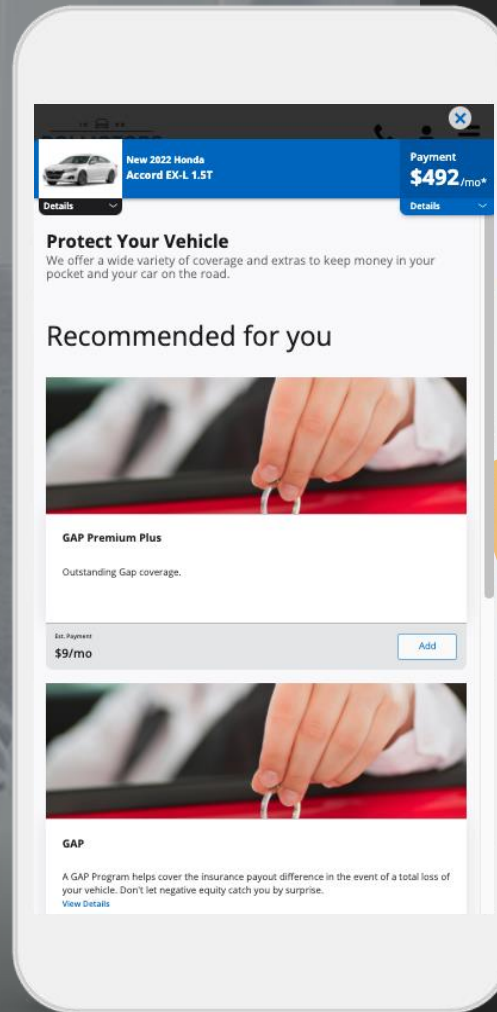
**Next**

**About Kelley Blue Book® Values**  
For over 90 years, Kelley Blue Book has been The Trusted Resource for used car values, helping car owners understand what their used car is worth. Kelley Blue Book Values are the results of massive amounts of data, including actual sales transactions and auction prices, which are then analyzed and adjusted to account for seasonality and market trends.



### 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.

New 2022 Honda Accord EX-L 1.5T

Payment \$492/mo\*

Details

### Apply For Credit Online

Receive an instant decision to your credit application within 60 seconds.

[What is Instant Credit Decision?](#)

**What you need for all applicants**

- ✓ Social security number and date of birth
- ✓ Housing information
- ✓ Employment details

**Are you applying individually or jointly?**

☐ Individual ☐ Joint

Start

Your application will be evaluated in real time to provide an instant credit decision.

## 5. Schedule a Test Drive

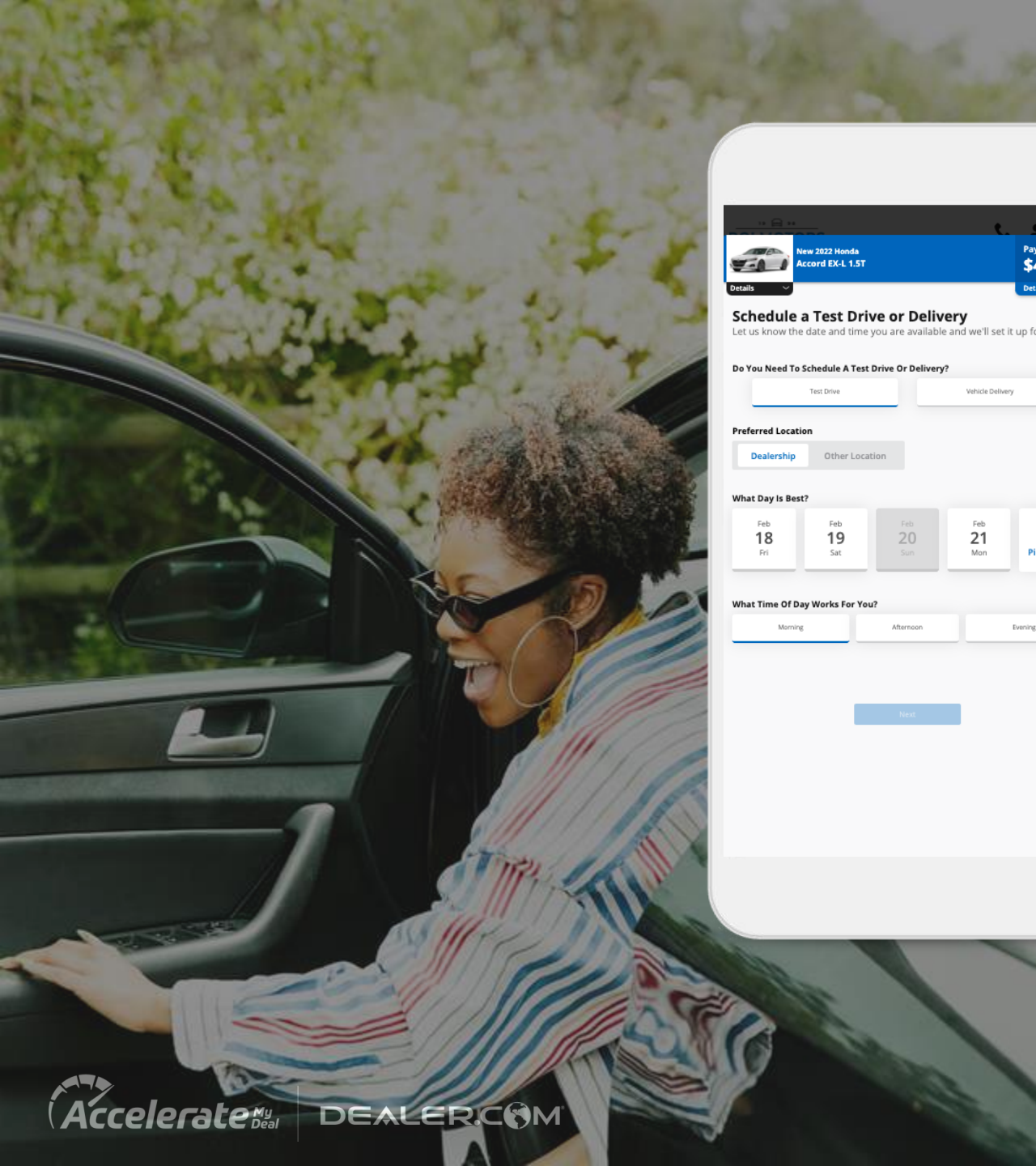
Shoppers can also schedule a test drive through Accelerate My Deal.

### 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



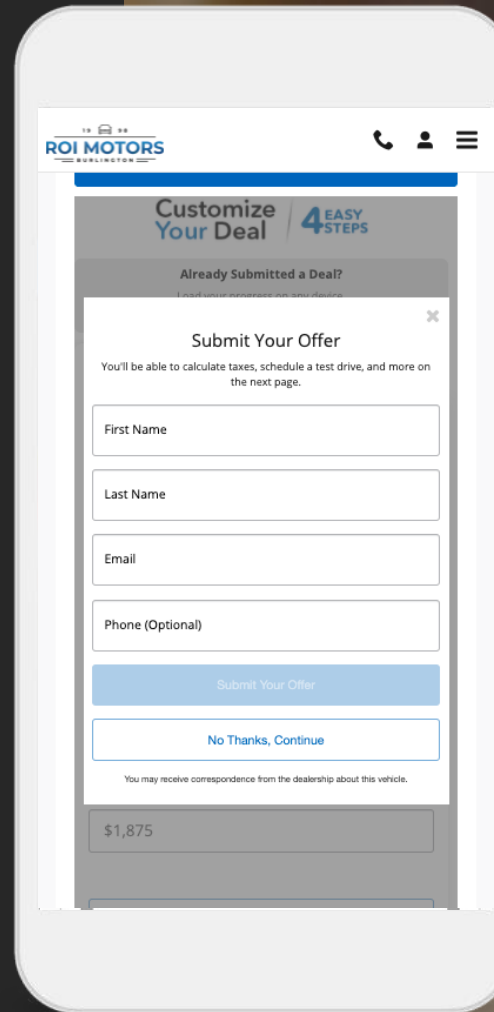
The image shows a woman with curly hair and sunglasses, wearing a striped shirt, sitting in the driver's seat of a car. She is looking at a smartphone that displays a form for scheduling a test drive or delivery. The form is titled 'Schedule a Test Drive or Delivery' and includes the following sections:

- Vehicle Details:** 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 (selected), Vehicle Delivery.
- Preferred Location:** Dealership (selected), 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 (selected), Afternoon, Evening.
- Next** button.

## 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

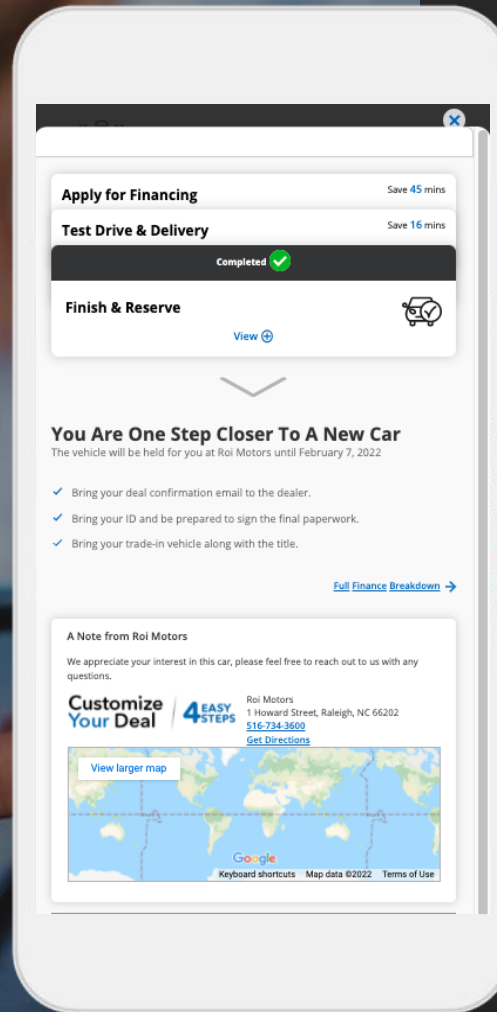
You may receive correspondence from the dealership about this vehicle.

\$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

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.


**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:    


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**  

	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

 **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

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.

**Speed Up Your Purchase.** Car-buying made fast, easy, transparent. [How it works](#)

**Completed**

**Recommended Next Step** Save 15 minutes

**Payment Terms**  
Are you in the military, a recent grad or is this your first Vehicle?  
\$548/mo\*  
[View](#)

**Select Incentives**  
Are you in the military, a recent grad or is this your first Vehicle?  
[Start](#)

**Value Your Vehicle**  
Save 26 mins  
[Start](#)

**Vehicle Protection**  
Save 10 mins  
[Start](#)

**Apply for Financing**  
Save 45 mins  
[Start](#)

**Test Drive & Delivery**  
Save 16 mins  
[Start](#)

**Finish & Reserve**  
Save 90 mins  
[Start](#)

New 2022 Honda Accord EX-L 1.5T  
Payment \$548/mo\*

Live Chat with: Jessie K.

you've made it to online dealer. I'm here to assist you through the entire process. If you have any questions, just ask!

I do, wow that's great!

okay, thank!

Of course! Some examples of tasks you can complete right here are trade-in valuations, financing applications, test-drive appointments and more!

Wow, that's pretty cool. Super convenient.

Type your message here [Send](#)

Powered by ActivEngage

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Launching Your Program

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