

COX AUTOMOTIVE
DEAL CENTRAL

Welcome Guide

Preparing for a Successful Launch

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Welcome

We are excited to partner with you to help you capitalize on Deal Central, a new retail solution from Cox Automotive designed to give you one consistent view of the customer and deal.

This Welcome Guide is designed to set you up for success and help you hit the ground running. It will outline what you can expect, and give you a list of actions to take before, during, and after implementation.

Please take time to carefully review this information with your team to help you connect every piece of the retail experience.



Overview

Why Deal Central?

Deliver the connected, personalized experience your customers expect—no matter their path of purchase—with Deal Central, Cox Automotive's new retailing solution.

With Deal Central, you get everything you need—the technology, the training, and the consumer insights—to deliver the connected personalized buying experience shoppers demand while staying in control of every deal and getting the results you need.

Real Technology

Stay in control of the deal while delivering the streamlined, transparent experience your shoppers demand.

Real Consumer Insights

Build better deals using one-of-a kind insights to close more, better transactions.

Real Guidance

Drive change with step-by-step training and ongoing coaching for every team member.



Results

With Deal Central, you will have all the tools you need to adapt your retail experience to changing times and changing customer preferences in the car buying experience, so you can stay ahead of industry trends.

A well-executed experience will yield more deals through a faster and personalized car buying experience for the consumer, and a more efficient deal workflow for your salespeople with accurate, consistent numbers across the entire transaction.



Prepare for a Successful Launch

Get ready for a successful Deal Central launch by reviewing and gathering the following information before your implementation call.

Identify Your Dealership Champion

Appoint a Dealership Champion to be your point of contact with Cox Automotive, representing and empowering your entire team and communicating important updates.

Your Dealership Champion will work closely with Cox Automotive, acting as an advocate for Deal Central at your dealership, to identify needs, gauge success, and ensure that your staff gets the most out of the solution.

Gather Information and Review Settings

Deal Central User Information

- ☒ Validate the list of Deal Central users, including sales team members and managers, who will work, review, and approve deals (we will need first name, last name, phone number, and email address).
- ☒ Verify users with VinSolutions CRM desking privileges.
- ☒ Be ready to provide the first and last names and email addresses of each Deal Central user.

Accelerate My Deal Digital Retail Settings

- ☑ **Payment Settings:** Review lenders, rate markups, and terms that will power payments.
- ☑ **Dealership Fees:** Make a full list of the names and amounts of each dealership fee (not including any state fees).
- ☑ **Cash Deals:** Enable customers, who come with their own financing, to calculate pricing, including taxes and fees.
- ☑ **Vehicle Protection Options:** Make a list of vehicle protection providers and vehicle protection products you want to display, including the markup (in dollar or percentage amount) to reflect the full retail price.

Current System Settings

- ☑ As part of the onboarding process, we will review settings across your current systems to ensure you are getting the most value out of Deal Central.

Attend a Kick-off Call with Cox Automotive

During your call, you will have the chance to chat with the Cox Automotive implementation team to go through the setup process and training agenda.

Together, we will complete an assessment so that we can better understand your dealership operations.

Get Up to Speed Faster

To get the most out of Deal Central, your dealership and Cox Automotive will partner closely and work together as a team. Please plan to attend all training sessions, so that we can provide you with the tools and guidance you need to succeed.

- We will work with you to deliver the optimal training to your dealership, whether it be on-site or virtual.
- You will have an opportunity to get hands-on with guided deal-building exercises.
- We will provide courses on new and existing foundational solutions for any staff that may need a refresher.



Your Support Team

Implementation Team Project Manager

- We will assign a member of our team to be your primary point of contact for all your implementation needs. Your project manager will work with you to configure your account successfully.

Training Team

- Our industry-leading training consultants will start you on your Deal Central journey to help you get the most out of the solution.

Performance Manager

- With years of automotive retail experience, your Performance Manager will provide regular ongoing support, with additional focus on your dealership's success with Deal Central, through collaborative meetings and shared best practices.

Dedicated Support

- For all other support inquiries, you can call **(888) 740-2165** or visit **Dealer.com/Support/DealCentral** to speak with an expert.

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