

GenAI and Predictive Insights

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Agenda

- The What/Where/Why/How of Buying Signals
- Using Predictive Insights from first contact to first pencil
- GenAI 101 – How to prompt for profit

The What/Where/Why/How of Buying Signals

1. Sources: Autotrader, KBB, Dealer.com
2. Actionable data with tasks and/or lead creation
3. Manage through using the *Predictive Insights Dashboard*
4. Key Custom Reporting from your PM – Pricing Conversations and KBB Buying Signals



Using Predictive Insights from first contact to desking a deal

- Buying Signal Banner on *Customer Dashboard*
- Review before every contact to adjust content. Buyers are liars!
- Review before desking a deal. KBB trade data can help you hold gross!



GenAI 101 – How to prompt for profit

- **Insert GenAI** will create content after reviewing what is going on with the lead.
- **GenAI Editor** will suggest edits and make your emails and texts more engaging.
- **GenAI Templates** will automatically apply prompts into email/text tasks.





**Let's see it
in ACTION!!!**

Send me an email to request an in-depth demo and pricing!

