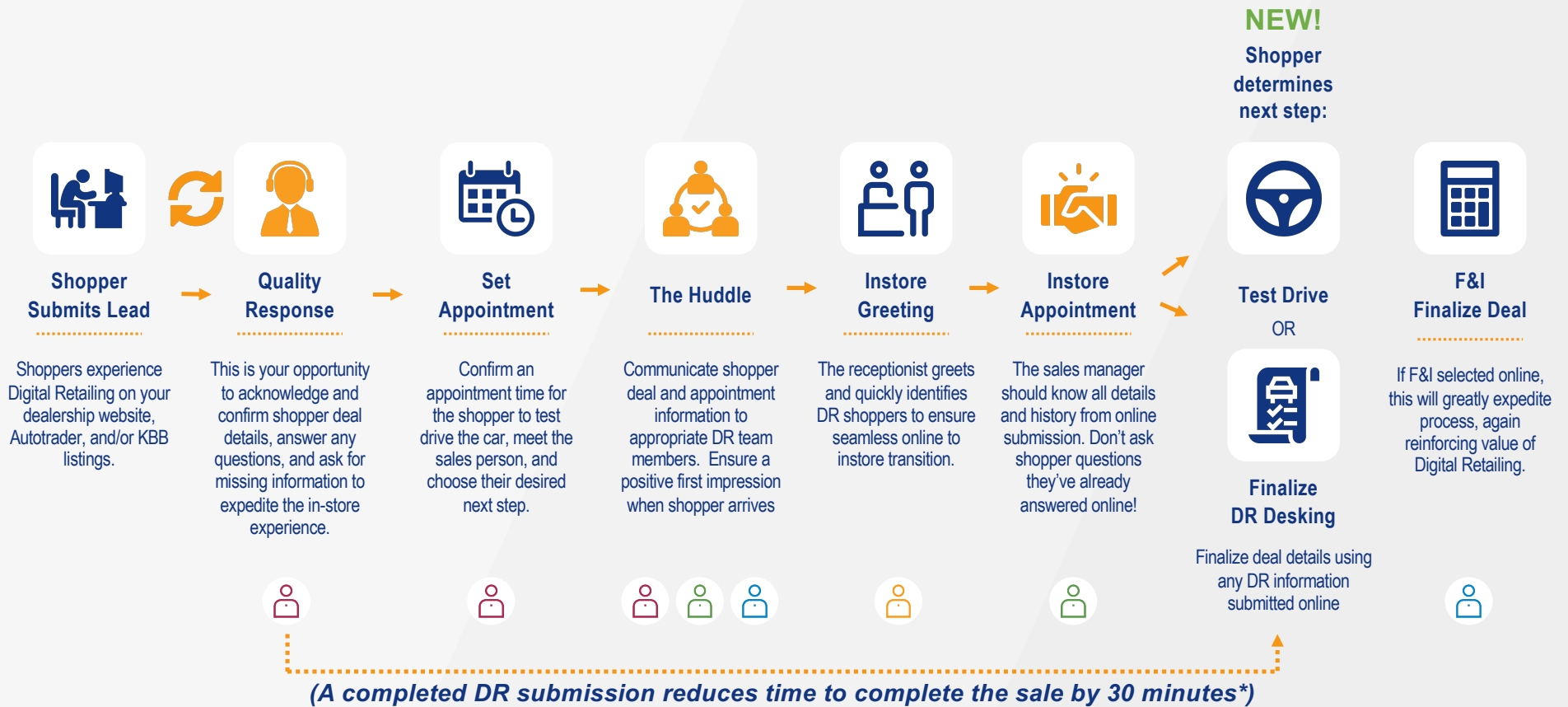


CREATING A SEAMLESS ONLINE TO IN-STORE EXPERIENCE

Team Approach

A **Team Approach** requires a team of people who can work together to provide a seamless online to in-store digital retailing experience for your customers.



YOUR DR TEAM:



RECEPTIONIST



DIGITAL CONCIERGE



DIGITAL SALES CONSULTANT



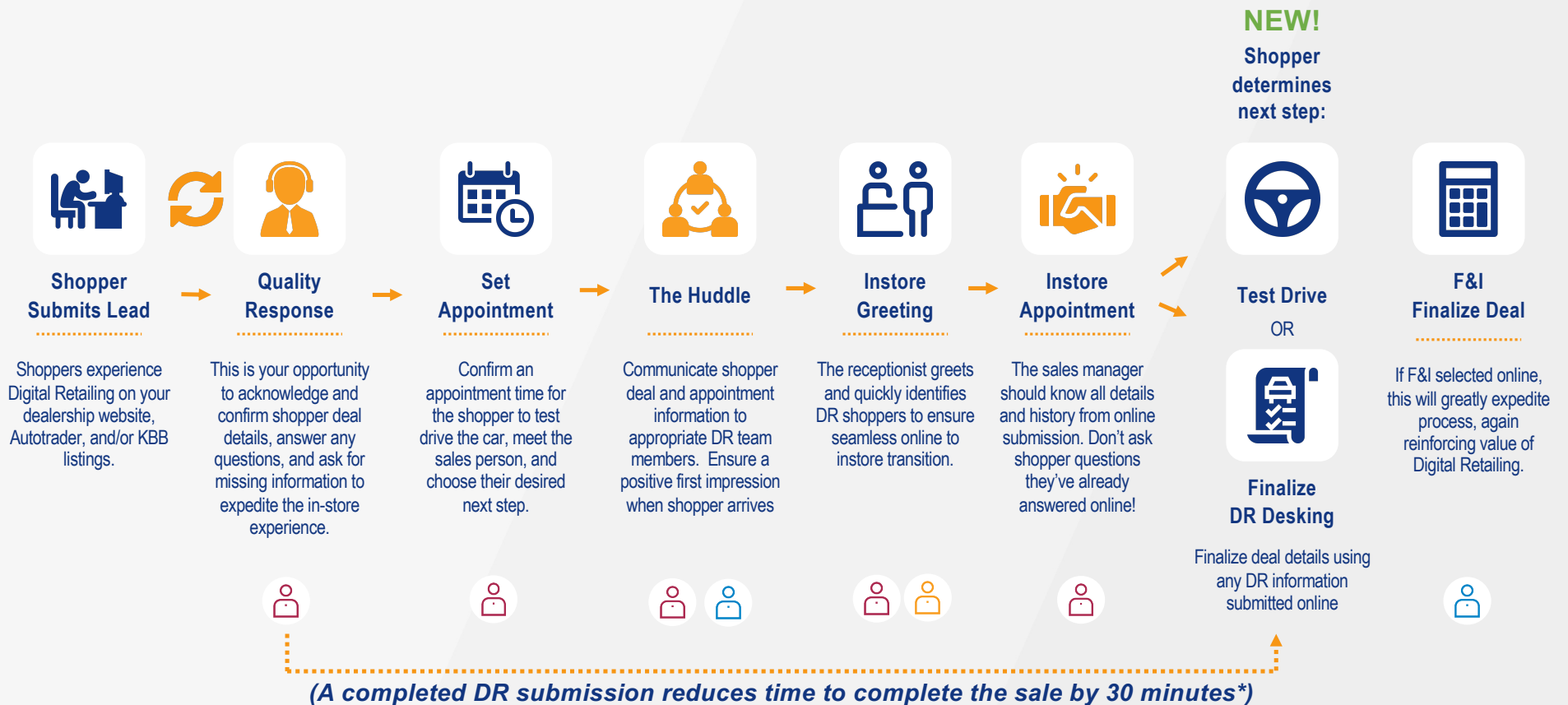
F&I MANAGER



CREATING A SEAMLESS ONLINE TO IN-STORE EXPERIENCE

Single Point of Contact Approach

Alternatively, some dealerships may adopt a **Single Point of Contact Approach**. A Single Point of Contact is empowered to handle a deal from lead to purchase. This streamlines the sales process and provides an enhanced customer experience.



YOUR DR TEAM:



RECEPTIONIST



DIGITAL SALES MANAGER



F&I MANAGER

