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How Data, AI, & Automation to Sell More Cars

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Today's Agenda

1

Data

Is your sales team wasting time with bad data?

2

Tech

What should you expect from a software provider?

3

AI

What kinds of AI tools are right for you?



The Formula
That Works

Clean Data +
Secure Tech +
AI =
Optimal Results

DATA

Data integrity that drives smarter decisions

NOW is the time to equip sales teams with clean/secure data, tech & AI



Market conditions have shifted



Inventory supply is inconsistent
or not a good mix



Sales associate turnover is high



They desire tools that enable
them to sell more cars



Sales effectiveness is key

Audience Prompt



What is the most impactful data for improving sales?

- A. Active shopper data
- B. Vehicle ownership data
- C. Purchase prediction and service history data
- D. Astrological signs ✨
- E. All the above (except D)



Your data should be able to tell you...



Who – and why?



What?



When?



How?





Transparency



Personalization

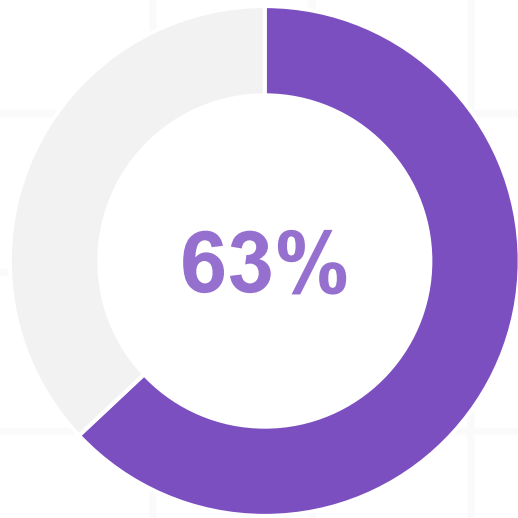


Convenience

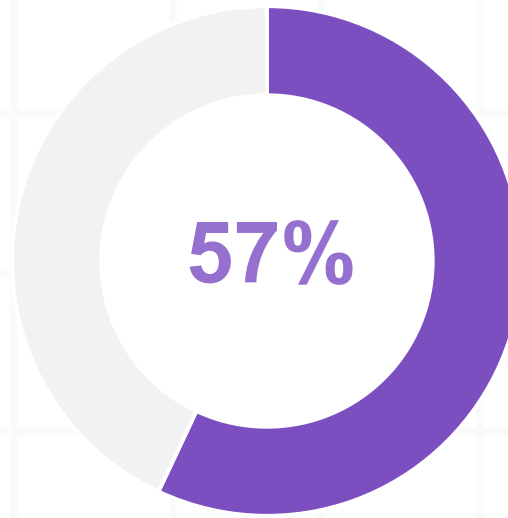


Having Data Alone Isn't Enough – You Have to Use It

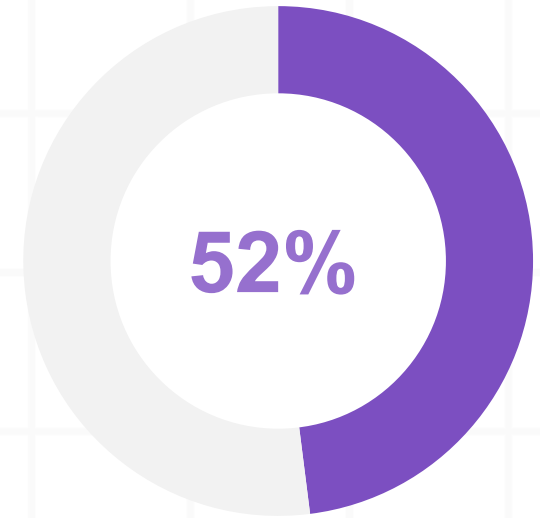
Today's car buyers are sending strong signals:



**believe AI can make
comparison shopping
easier**



**say it can help explore
brands and models**



**see value in using it to
configure vehicles**

Source: Urban Science Online Consumer and Dealer Studies, February 2024. These surveys were conducted by The Harris Poll on behalf of Urban Science among 3,005 U.S. adults aged 18+ and 250 U.S. automotive dealers.

The BEST data is:



**Accurate /
Cleansed**



**Actionable /
Enriched**



**Easy to
Understand
& Use**

TECH

The tools that protect and grow your business

What can you do to drive ROI with your sales team automation tools?

Audience Prompt



- A. Train your team to use them - consistently
- B. Measure sales activity and results
- C. Provide coaching to help sales teams personalize their messaging
- D. Hire a crystal ball reader to predict buyer behavior 🧙‍♂️
- E. All the above (except D)

Equip Your Team, Elevate Your Sales



Companies that invest in structured sales training—including CRM usage—

see an average ROI of 353%



Continuous training can lead to


a 50% increase in net sales

per employee

Audience Prompt



What kinds of security does your software need to maintain compliance and protect your user data?

- A. Strong authentication (multi-factor authentication, role-based access)
- B. Data encryption and secure storage practices
- C. Independent audits and compliance with trusted security standards
- D. A vault protected by guard dogs 
- E. All the above (except D)



ISO/IEC 27001



What it is

A report that evaluates a service provider's controls related to security, availability, processing integrity, confidentiality, and privacy.



Why it matters

Demonstrates a systematic approach to managing sensitive company and customer information.

SOC 2 Type II



What it is

International standard for information security management systems (ISMS).



Why it matters

Ensures ongoing compliance and operational effectiveness of security controls.

AI

Technology that expands business operations

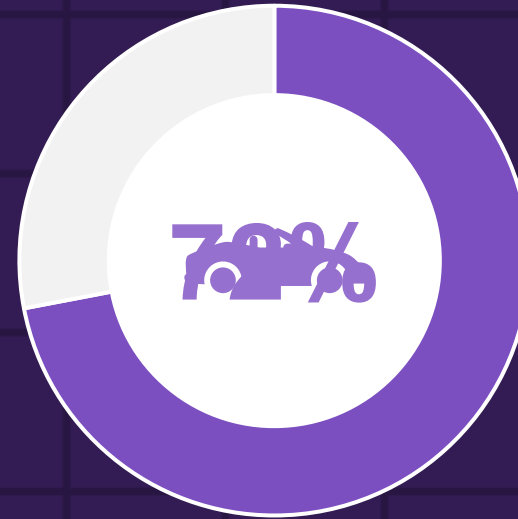




Dealers don't need AI.

They need outcomes.

Fullpath, The 2025 State of AI Adoption in Car
Dealerships (Survey Report, October 2024)



72% of dealers see AI as an enhancement & not as a replacement for humans.

What tools in your dealership currently leverage AI?

Audience Prompt



- A. CRM/DMS
- B. Digital Marketing
- C. Inventory Management
- D. Call Handling / Follow Up
- E. All the above (and then some!)



AI is everywhere in your dealership



DMS



CRM



**Digital
Marketing**



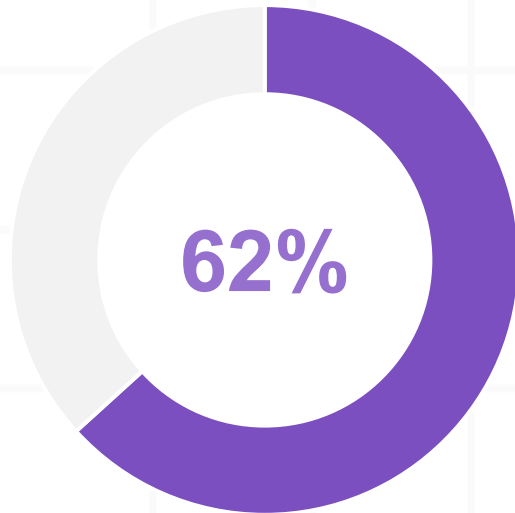
**Inventory
Management**



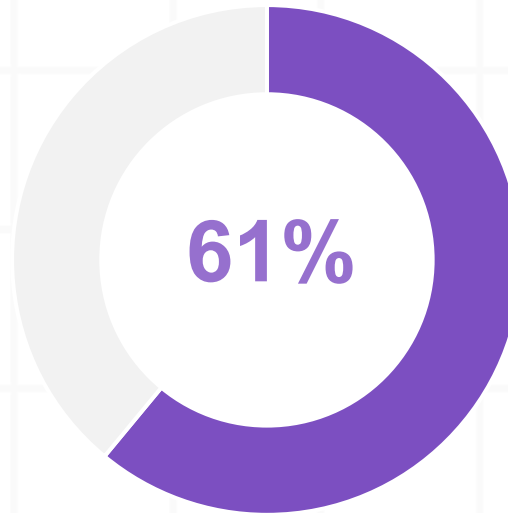
**Call
Handling**

Stop Testing, Start Winning: AI Isn't the Future – It's the Advantage

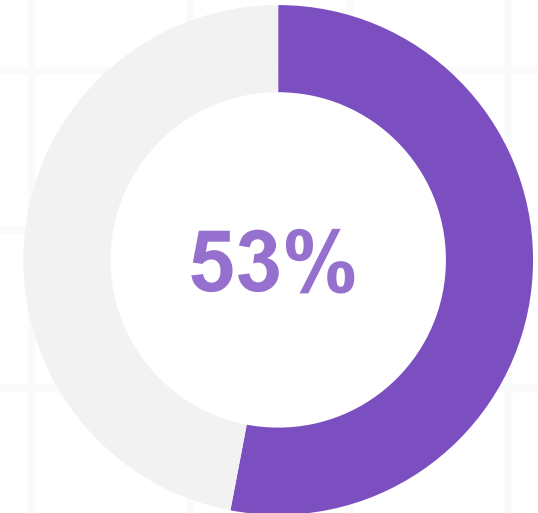
64% of dealers use or have used AI for a variety of purposes including:



Better lead management and conversion rates



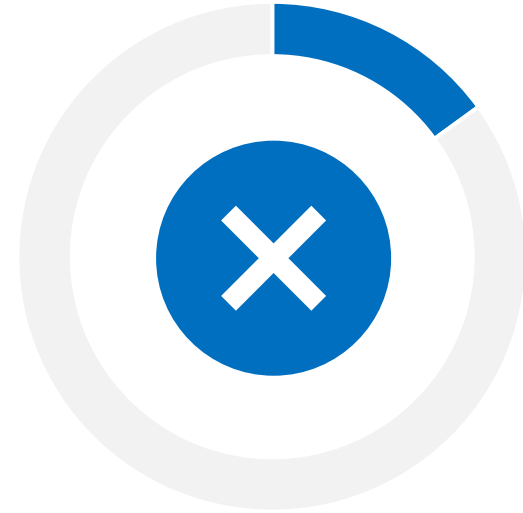
More effective targeting in marketing campaigns



Enhanced efficiency in sales and marketing processes

Source: Urban Science Online Consumer and Dealer Studies, February 2024. These surveys were conducted by The Harris Poll on behalf of Urban Science among 3,005 U.S. adults aged 18+ and 250 U.S. automotive dealers.

**The quality of
your data
governs the
accuracy and
performance
of your AI.**



**The best AI models
produce**

**inaccurate answers in
15% of prompts.**

*AI Multiple Research Study: AI Hallucination: Comparison of Popular
LLM s in 2025*

Audit Your Tech Stack + Processes



What areas can AI help enhance your dealership's efficiency?



Do your current technology solutions meet your specific needs?



Who's in charge of the training program for your sales team?



How are you tracking performance to refine AI strategies?



Complete Checklist for Evaluating Your Tech Provider



QUESTIONS





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