

Reclaiming Control in a Vendor-Driven World

It’s your data, you can fly if you want to.

David Steinberg



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1

How to spot you have a data problem

2

Real visibility into what tools are actually working

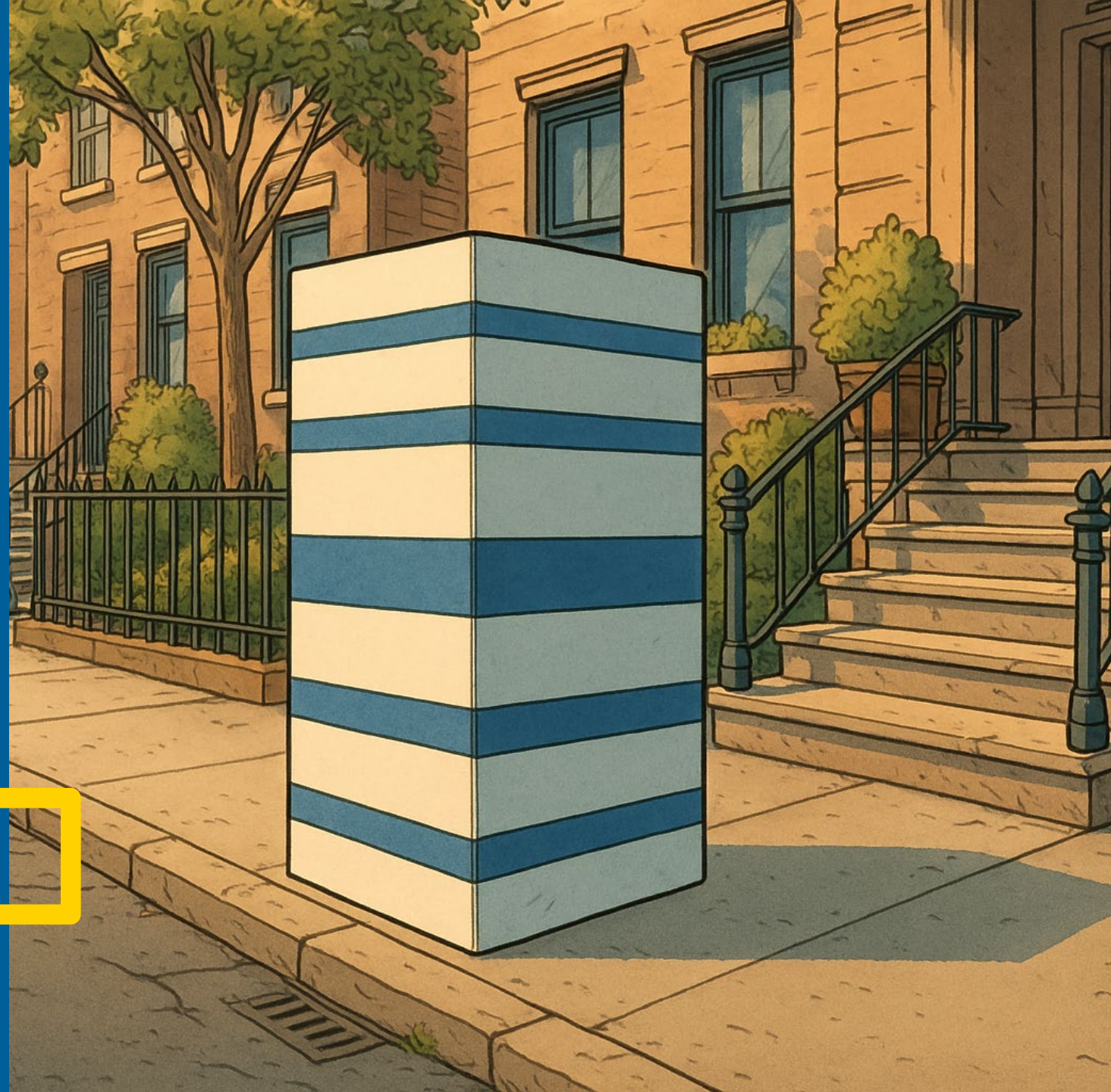
3

Stop missing opportunities

2014 National Mattress Association Meeting



Challenged the assumptions about what it takes to sell a mattress?

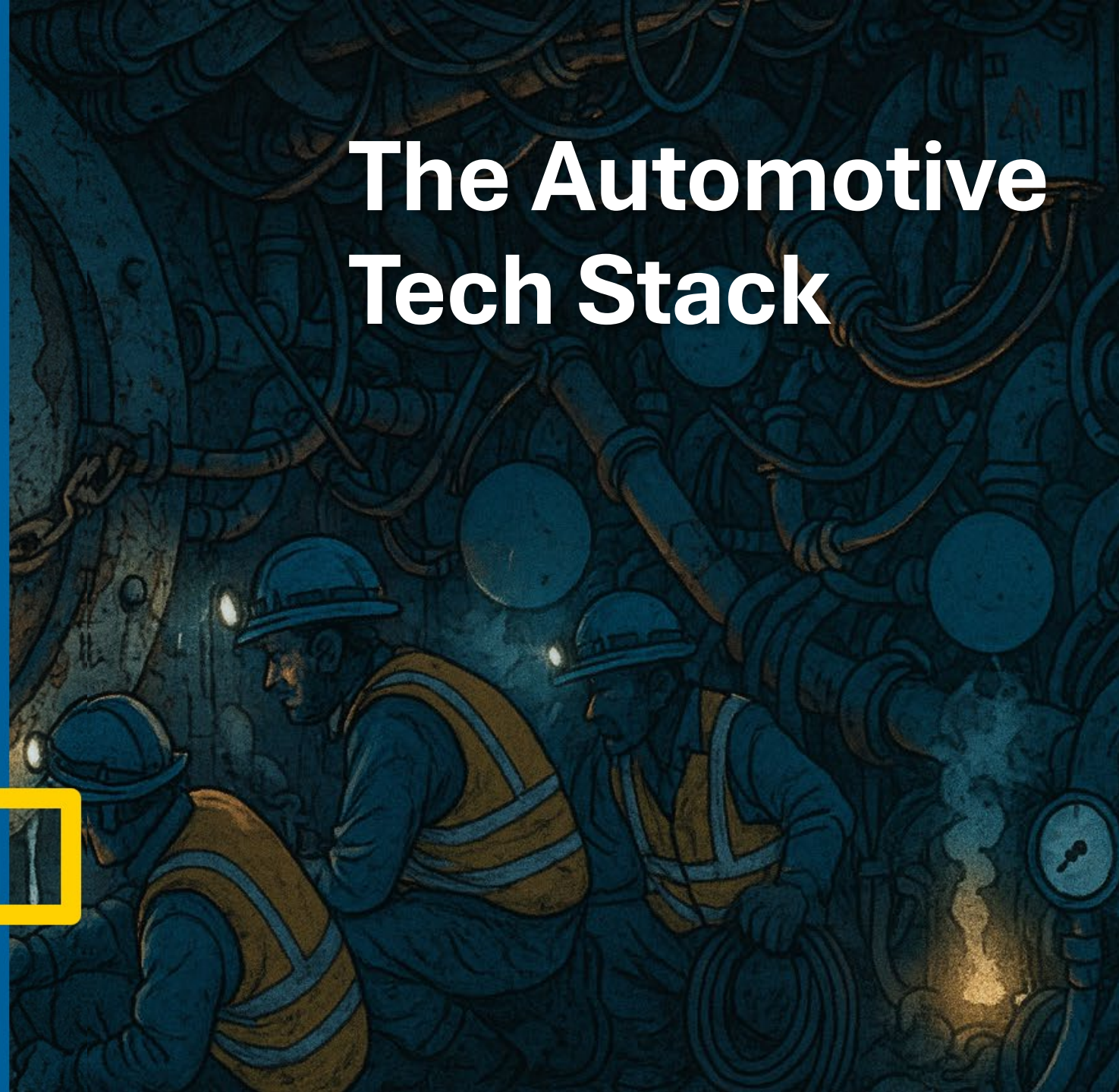


Known Knowns

- In 5 years more bots than humans
- Agentic AI is expanding rapidly
- App building will require far less code; natural language becomes the interface
- AI is only as good as the data we give it



What assumptions are we making that we should be challenging?

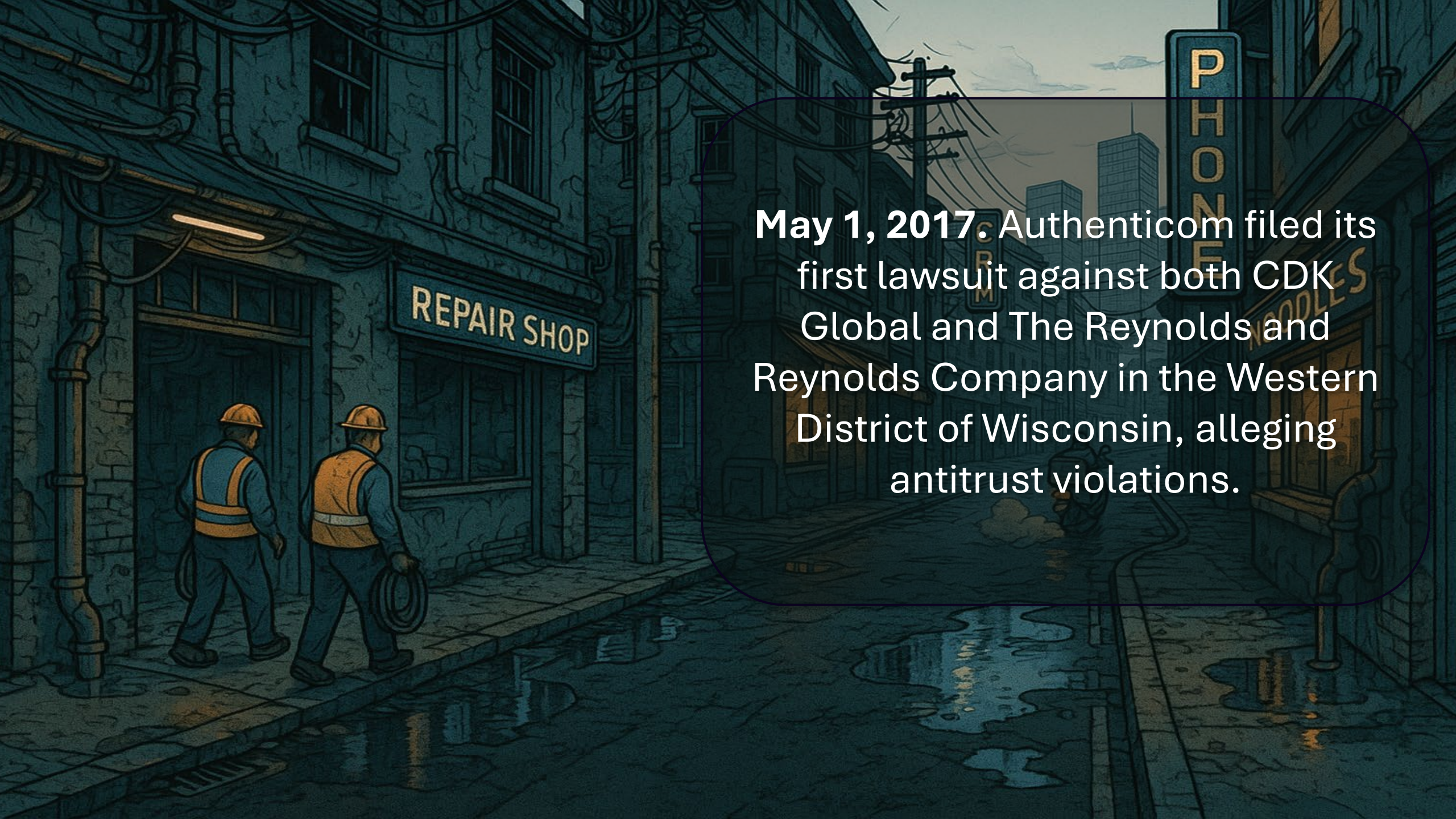


The Automotive Tech Stack

HOW DID WE GET HERE?

The automotive industry is relatively unique





May 1, 2017. Authenticom filed its first lawsuit against both CDK Global and The Reynolds and Reynolds Company in the Western District of Wisconsin, alleging antitrust violations.


REPAIR SHOP
CRM
PHONE
NOODLES
CONSENT ISSUES
OVER COMMUNICATION
STAGNANT PERFORMANCE



Broken piping manifests itself in poor

INSTITUTIONAL MEMORY

And memory is foundational to AI


We are expecting our CRM to be our data lake and/or data warehouse, and it’s not.
CRM

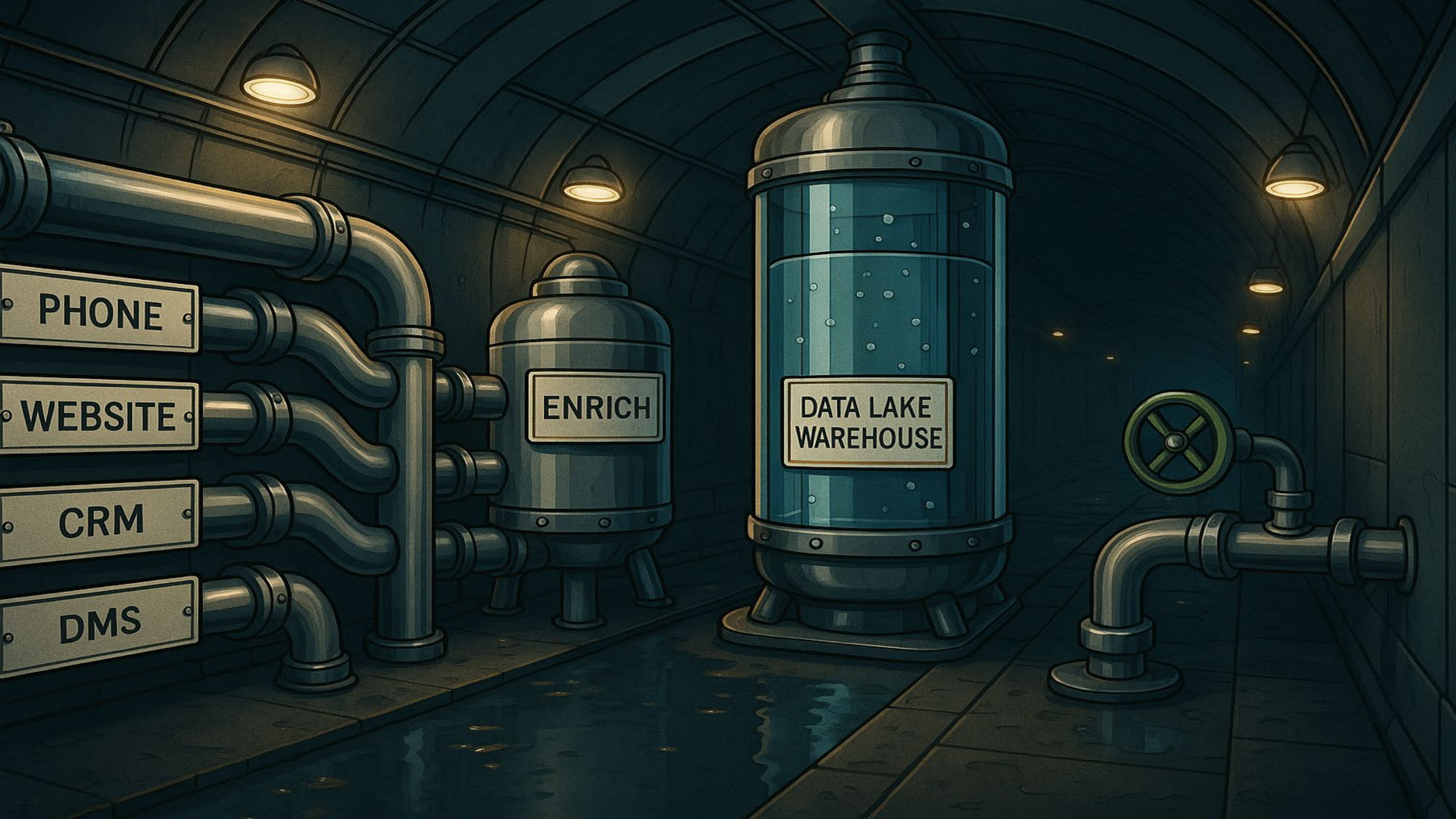

Why do they keep asking me the same questions?

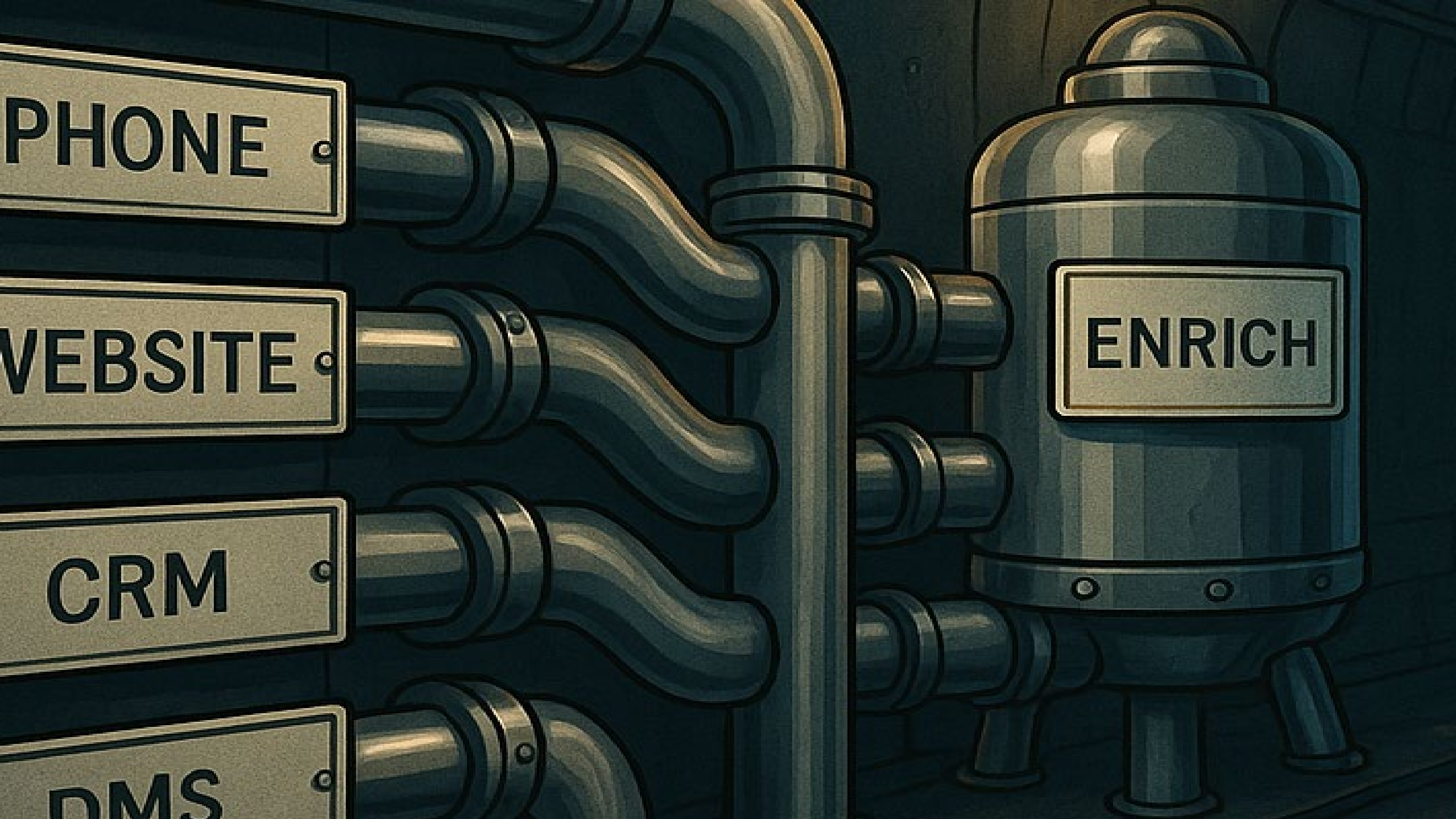


FOUNDATIONAL STORAGE

with data traffic control


REPAIR SHOP
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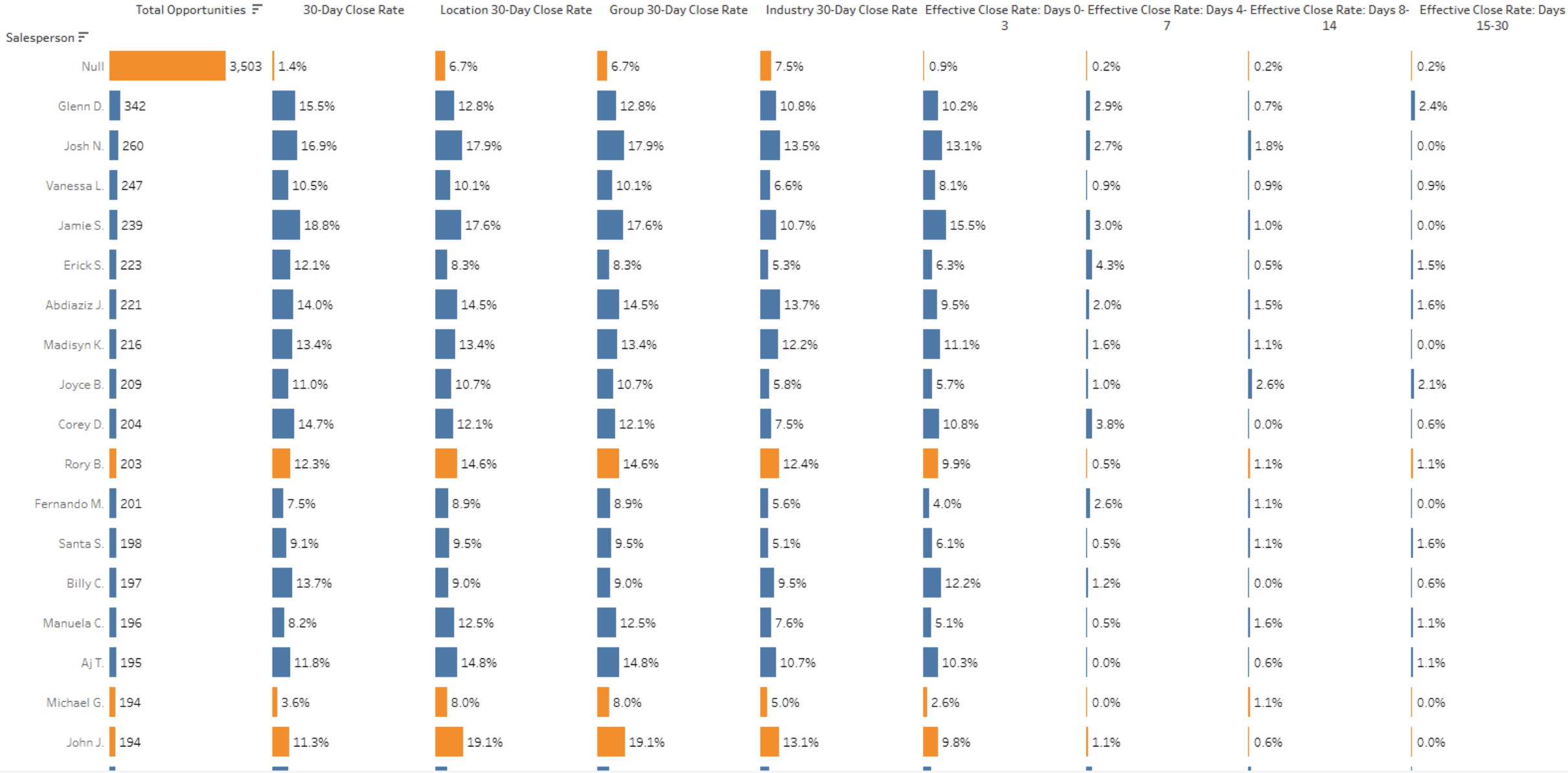

PHONE
WEBSITE
CRM
DMS
ENRICH
DATA LAKE
WAREHOUSE


PHONE
WEBSITE
CRM
DMS
ENRICH

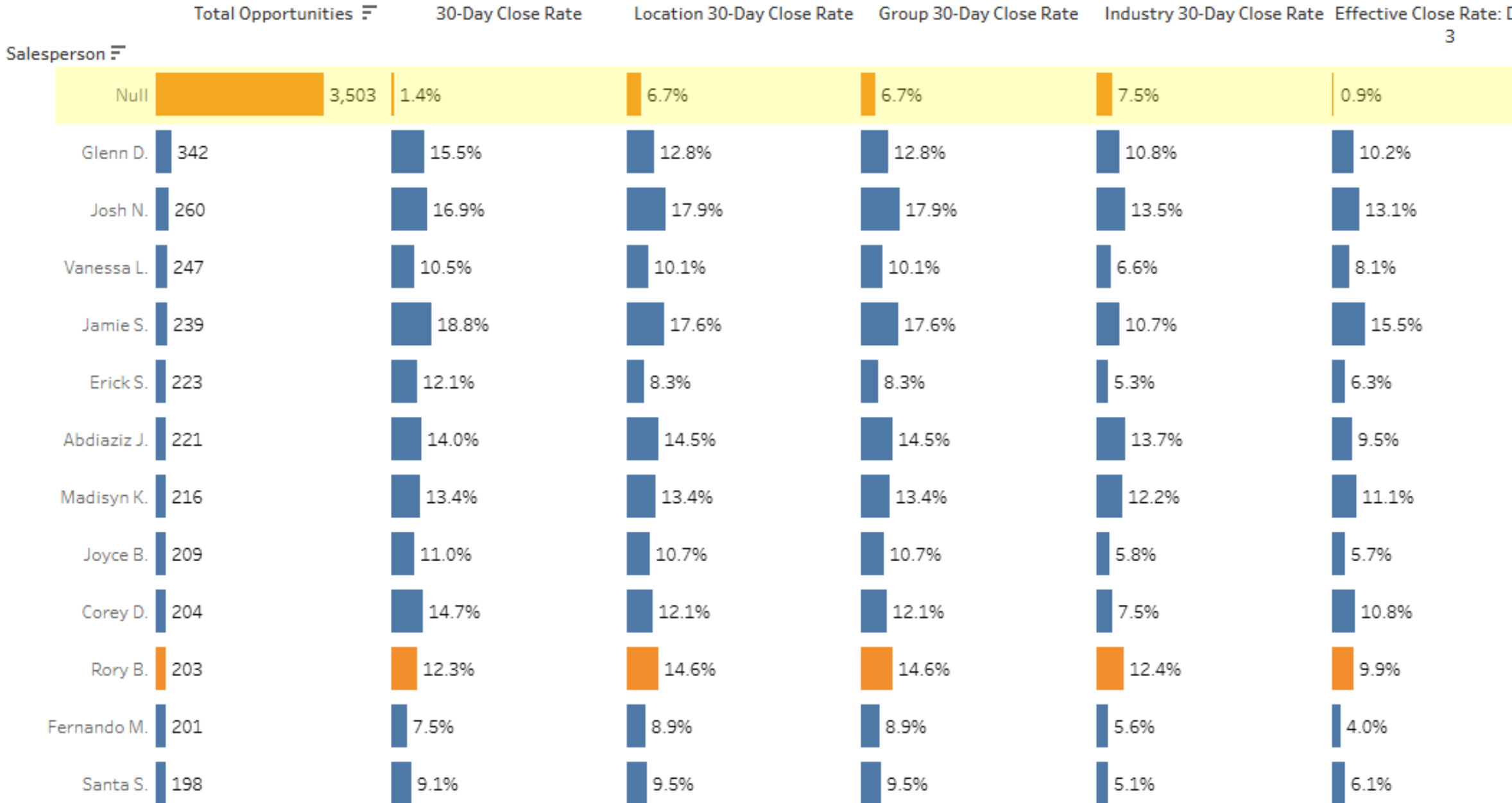
Close Rates by Dealer

Location	Total Opportunities	30-Day Close Rate	Group 30-Day Close Rate	Industry 30-Day Close Rate	Effective Close Rate: Days 0-3	Effective Close Rate: Days 4-7	Effective Close Rate: Days 8-14	Effective Close Rate: Days 15-30
Grand Total		14.6%	14.5%	12.7%	11.5%	1.7%	1.0%	0.8%
Portland City Cars	4,497	15.5%	15.1%	13.1%	11.5%	2.1%	1.3%	1.2%
TJ Car Mart	4,073	14.2%	14.2%	13.3%	10.0%	2.3%	1.3%	1.2%
Car Today	2,794	15.6%	15.7%	15.2%	13.4%	1.2%	0.9%	0.5%
Exclusive Cars	2,206	6.7%	6.7%	9.7%	5.7%	0.5%	0.4%	0.1%
Car Planet	1,714	9.5%	9.5%	9.4%	7.2%	1.4%	0.8%	0.4%
Driveway Dealz	1,703	18.7%	18.7%	12.2%	16.1%	2.0%	0.6%	0.5%
A Better Drive	1,301	21.6%	21.6%	12.9%	17.8%	1.7%	2.1%	1.0%

Close Rates by Salesperson



Close Rates by Salesperson



QUESTIONS?

LAS VEGAS

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