

2026 **NADASHOW**

**LAS VEGAS**  
FEBRUARY 3-6



# The Transparency Advantage

Close More, Gross More



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When people hear “transparency,” they often assume margin compression. In practice, where has transparency actually increased profitability inside your dealership?

What specific moments in the guest journey used to create friction or distrust, and how did making those moments transparent change buying behavior?

How has being upfront about pricing, payments, and products impacted close rates and deal velocity?

What internal processes had to change before  
transparency could work externally with  
guests?

How does transparency change the role and confidence level of the salesperson on the floor?

In what ways has transparency allowed you to present more products to more guests without increasing pressure or pushback?

What metrics improved first after implementing a more transparent sales model, and which ones followed later?

How do you balance transparency with competitive positioning in markets where not everyone is playing by the same rules?

What mistakes did you make early on when rolling out transparency, and what would you do differently if you started again tomorrow?

If a dealer in the audience could only make *one* change this quarter to gain the transparency advantage, what should it be and why?

**QUESTIONS?**

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