

2026 NADASHOW

LAS VEGAS
FEBRUARY 3-6



Wired to Win

Digital Retailing Tools

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Key Takeaways

1

Use digital tools to reduce friction, not add steps.

2

Use best practices for integrating digital solutions to streamline the sales process.

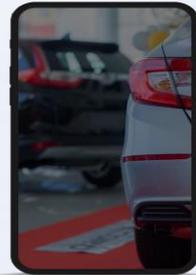
3

Enhance the customer experience and drive profitability in a digital-first market.

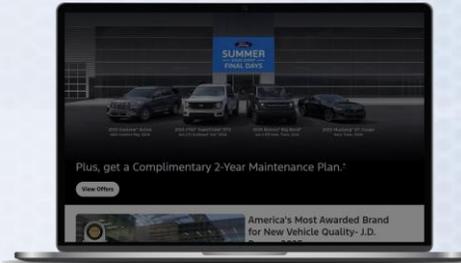
Digital Tools You Already Have... or Should



Smartphone



Tablets



OEM Website



Dealer Website



Trade Tools



CRMs



Apps



OEM Inventory
Tools



In the Palm of Your Hand

Smartphones: **Your #1 Tool**

- You, your customers, and your salespeople
- Phone, texts, emails, internet, apps, photos, and videos
- **70%** of buyers research primarily on their phones
- Access to your CRM for tracking



First Quality Response (FQR)

Online Handshake:

- Killer Subject Line
- Thank You
- Direct Answers
- Open-Ended Questions
- Video/Photos
 - Salesperson Introduction
 - Vehicle Walkaround
 - Service Department Introduction
 - Dealership “Why Buy Here”



The Human Voice

- Phone calls still matter
- Personalize conversations
- Walk customers through your website
- Keep your voicemail message fresh



Texts & Emails

- Respond promptly
- Be professional
- Avoid emojis
- One question = One reply
- Document in CRM
- Honor any opt-out requests
- Use video



Your Digital Dealership

Audit your website:

- Aesthetically pleasing
- Easy to navigate
- Fresh content (video, blogs, current listings, etc.)

Homepage

- Key content (hours, contact, location, etc.)
- All departments represented
 - Most visits are service-related





**Can you navigate
your website?**

Video



91% of customers want more video



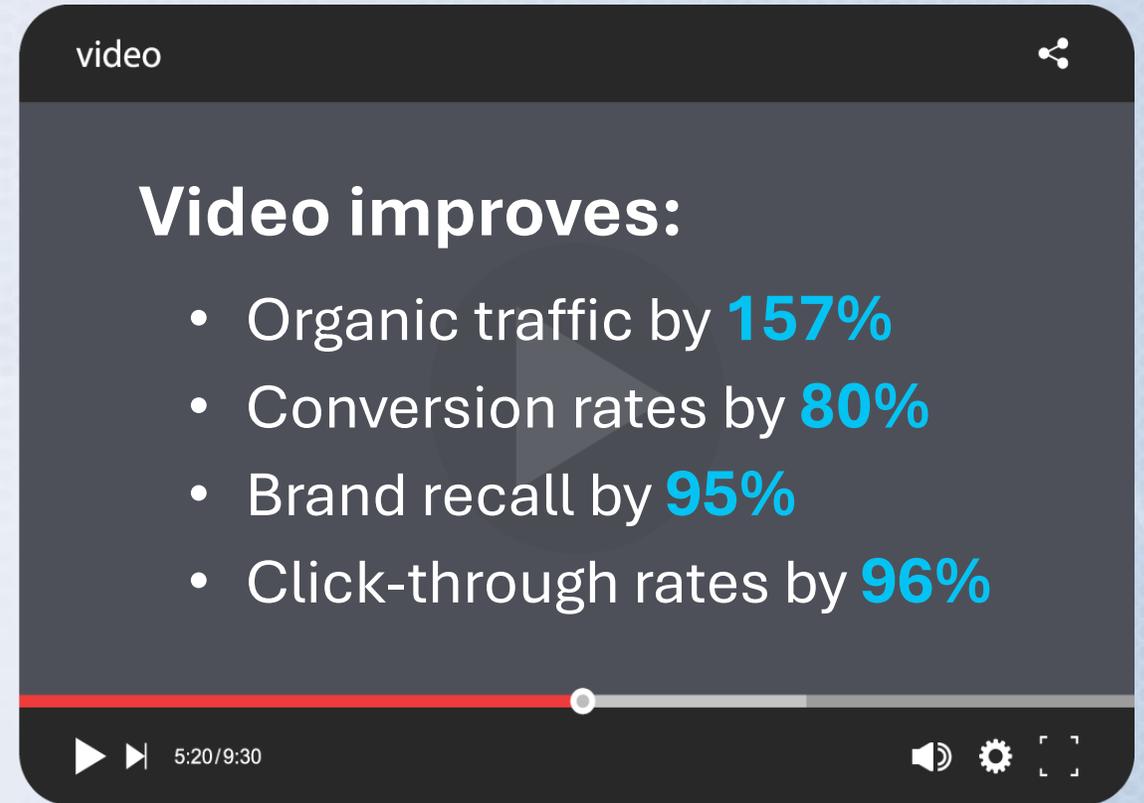
85% who view videos buy within 14 days



90% watch marketing videos on YouTube

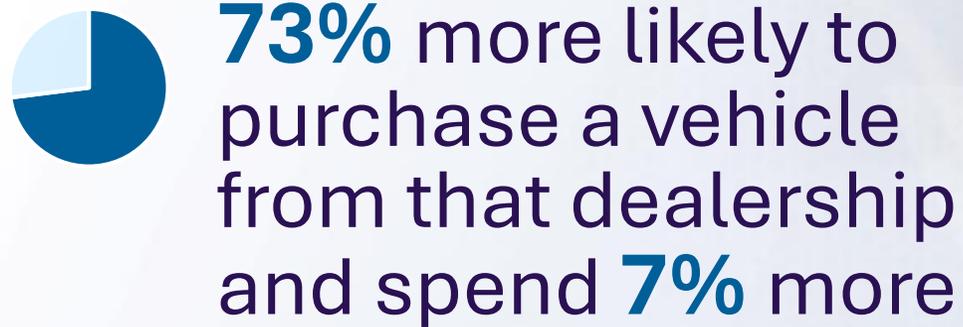


Personalized videos increase engagement by **93%**



Dealer Branded Apps

App Users:



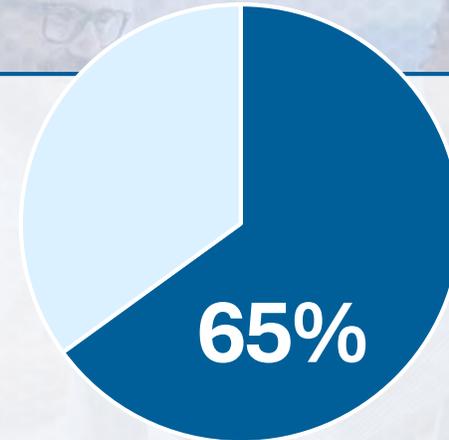
Apps let dealers own the customer relationship



From Clicks to Bricks

Seamless journey from online to dealership

- Train on, and mandate use of CRM
- Emphasize collaboration with BDC
- Use available online tracking tools
- Offer online financing options



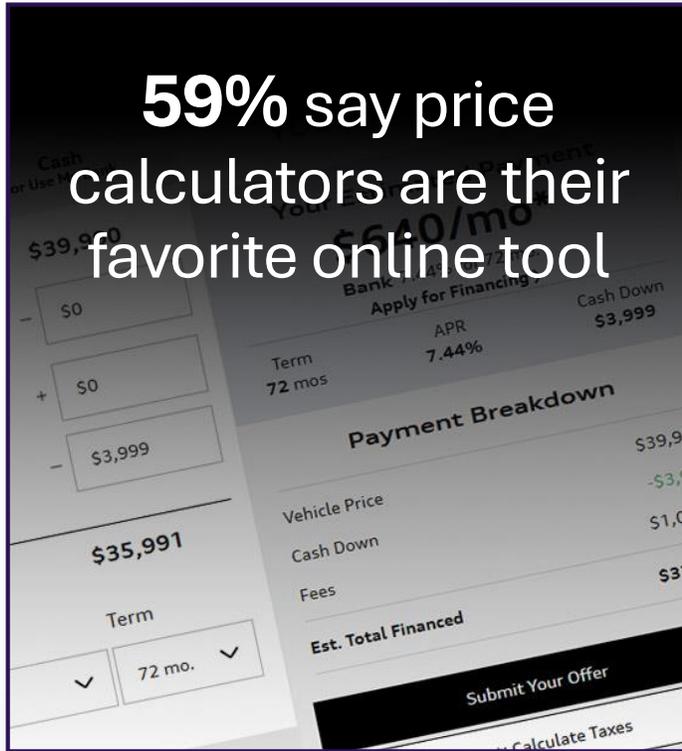
of customers make contact with the dealership before visiting in-store

Offers dealerships insights about their customers



At Their Fingertips

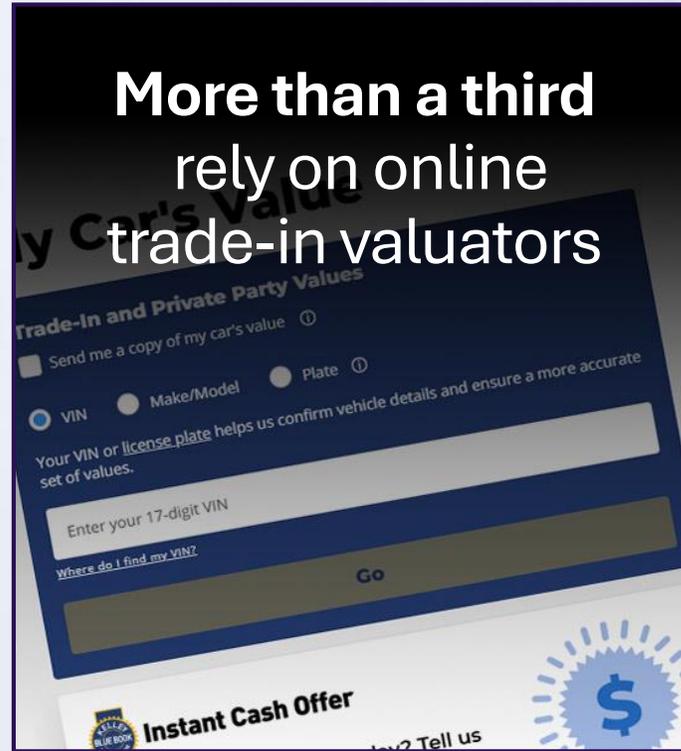
59% say price calculators are their favorite online tool



The screenshot shows a car financing calculator interface. On the left, there are input fields for cash down and term, with a total price of \$35,991. On the right, a 'Payment Breakdown' table lists Vehicle Price, Cash Down, Fees, and Estimated Total Financed. A 'Submit Your Offer' button is visible at the bottom.

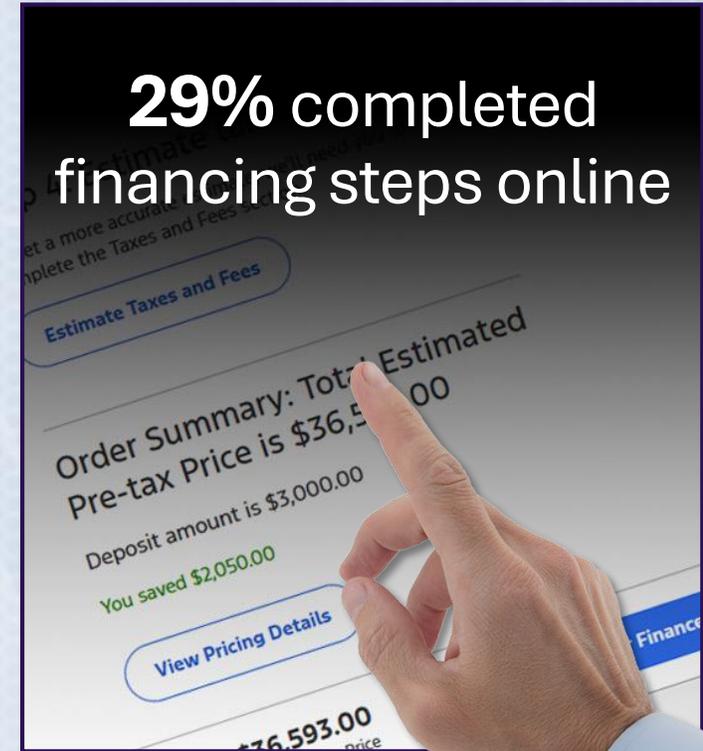
Item	Amount
Vehicle Price	\$39,999
Cash Down	-\$3,999
Fees	\$1,000
Est. Total Financed	\$37,000

More than a third rely on online trade-in valuers



The screenshot shows a 'Trade-In and Private Party Values' form. It includes a checkbox to receive a copy of the car's value, radio buttons for VIN, Make/Model, and Plate, and a text input field for the 17-digit VIN. A 'Go' button and a 'Where do I find my VIN?' link are also present. An 'Instant Cash Offer' logo is visible at the bottom.

29% completed financing steps online



The screenshot shows an 'Order Summary' for financing. It displays the Total Estimated Pre-tax Price as \$36,500.00 and the Deposit amount as \$3,000.00. A green message states 'You saved \$2,050.00'. A 'View Pricing Details' button is highlighted by a hand pointing at it. A total price of \$36,593.00 is also visible at the bottom.



QUESTIONS?

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