

Problem

The current systems are very manual and lack any kind of automation.

(Lack of Automation)

Sales agents often spend the majority of their time doing repetitive data entry, instead of closing deals.

(Wasted Time)

Salespeople use multiple software that don't integrate well with each other and slow down many processes.

(Lack of a Unified Solution)

Solution

We implement a workflow automation system that is highly customizable to meet the specific needs of the company.

We integrate with industry-specific software, creating a unified process and a single source of truth.

We optimize for user experience, creating a product that salespeople love to use and minimizing the amount of data entry and task switching they have to do.

Unique Value Proposition

We integrate with Dealertrack Inventory, and Lead Generation systems

Lower overall cost. No need to pay for multiple tools that don't work well with each other.

A joy to use. A CRM experience that isn't frustrating

Unfair Advantage

Deep domain expertise in the auto sales industry:

We understand these pain points deeply as we also encountered them. Hence we want to build a product we would love to use.

Exclusive data and industry connections:

We are already partnered with a top performing sales organization with 100s of salespeople and have access to their data to help build the best product.

Cutting edge software knowledge:

We have experience working for top software companies and use the latest and most effective software tools to allow us to move much faster than the competition.

Costs

Development

\$2000 a Month

Infrastructure

\$400 a Month

Operations

\$1000 a Month

Customer Segments

We expect our early adopters to be **high volume online auto sales companies** seeking a cost-effective and customized CRM solution.

We will then expand to dealerships and OEMs that want to sell online with an out of the box digital toolkit.

Go To Market

Direct outreach. Initially we plan to grow through our connections in the space who have expressed interest in the product.

Word of mouth. We plan to build a product that our users love so much that they'll tell their friends.

Enterprise sales. As we reach product maturity, we will build out a sales organization that can scale the business effectively.

Revenue Streams

Subscription Fee: Monthly or yearly, different pricing tiers depending on required functionality.

Sales on Demand: In house sales agents that can be used by any of our customers when needed.