

# Realize the full potential of your customer database with RevenueRadar

## Data mining technology + consultation for Kia dealers

DealerSocket's data mining solution, RevenueRadar, makes sense of your customer data, turning insights into actions for your sales and marketing teams. The RevenueRadar difference is anchored in its ability to uncover prime opportunities and convert them to appointments without straining your resources. Unique to DealerSocket, the software comes with a dedicated consultant that partners with you for the long-term to create and optimize data mining plans, process, and strategy.



## RevenueRadar

### 11 different ways to target your past customers

RevenueRadar combs your database to identify and prioritize viable customer conversations in 11 different sales and service-based categories. For each lead, the platform will serve up a customer profile as well as a "Ping Score" which ranks your data mining opportunities based on propensity to buy or service, then prioritizes them in the system for you. In addition, the platform's drip logic enables you to easily distribute and space out your lead assignments based on employee capacity.

# Strategic Growth Manager

## Hands on data mining consultation paired with the power of RevenueRadar

Maximizing the value of data mining for your dealership takes consistency in approach, monitoring, and analysis – tasks which often require extensive time and resources. That’s why DealerSocket’s RevenueRadar tool comes equipped with consultation services from a dedicated Strategic Growth Manager. An expert in all things dealership sales, your Strategic Growth Manager is armed with a mission to lighten your workload and help make data mining a larger contributor to your business.

- ✓ 21 years automotive and in-house dealership experience
- ✓ Started with DealerSocket in 2011
- ✓ Spend 68% of business hours inside dealerships
- ✓ Holds multiple OEM certifications
- ✓ Likes baseball, dogs and BBQing with family
- ✓ Favorite quote: “Life begins at the end of the comfort zone.”

## Get the data mining package that’s right for you

PRO	PRIME	PREMIER
<ul style="list-style-type: none"> <li>• 11 different sales and service radars</li> <li>• Ping scoring prioritization</li> <li>• Drip logic</li> <li>• <b>Quarterly</b> onsite business assessments</li> <li>• Monthly strategy calls</li> <li>• Quarterly best practices webinars</li> <li>• On-demand video training</li> <li>• Live instructor-led premium courses &amp; certification</li> </ul>	<ul style="list-style-type: none"> <li>• 11 different sales and service radars</li> <li>• Ping scoring prioritization</li> <li>• Drip logic</li> <li>• <b>Six</b> annual onsite business assessments</li> <li>• Monthly strategy calls</li> <li>• Quarterly best practices webinars</li> <li>• On-demand video training</li> <li>• Live instructor-led premium courses &amp; certification</li> </ul>	<ul style="list-style-type: none"> <li>• 11 different sales and service radars</li> <li>• Ping scoring prioritization</li> <li>• Drip logic</li> <li>• <b>Monthly</b> onsite business assessments</li> <li>• Monthly strategy calls</li> <li>• Quarterly best practices webinars</li> <li>• On-demand video training</li> <li>• Live instructor-led premium courses &amp; certification</li> </ul>
<b>\$1,070 / month</b>	<b>\$1,250 / month</b>	<b>\$1,700 / month</b>