



Dealership AI:

AI + Human Intelligence: Your Unbeatable Team

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"AI won't replace salespeople, but salespeople who use AI will replace those who don't."



The Benefits



Customer Understanding

Customized tools that help salespeople understand customers better.



Improved Communication

Using AI, salespeople communicate more effectively..



Reduce Manager Burden

Empowering salespeople allows managers to work on high value tasks.



Better Decisions

Create AI expertise inside your dealership.



Expense Control

Use of generalist AI reduces or eliminates expensive services.

Salesperson Intelligence

A Few Examples:

Better, Faster Email

AI helps salespeople craft polished emails instantly—respond quicker, connect better, and close more deals.

Amazing CRM notes

AI turns brief customer interactions into insightful, detailed CRM notes effortlessly.

Instant Product Knowledge

Salespeople use AI to instantly access comprehensive car details, answering any customer question confidently.

"I don't need to ask Brian to write my emails any more."

Jerry was a great car salesman but always dreaded emails. Every morning he'd interrupt Brian, "Hey, could you help me phrase this?"

Then, the dealership arranged an AI training session with Wowza. Skeptical but curious, Jerry joined in—and quickly realized the possibilities.

After training, Jerry's emails became sharp, persuasive, and confident. Customers noticed. Sales improved. Brian noticed too—and soon, he jumped onboard with AI himself. Now Brian doesn't write his own emails either.

Now, Jerry crafts emails that match his selling skills, Brian enjoys interruption-free mornings, and both of them wonder how they ever worked without AI.

Manager Intelligence

A few Examples:

Phone call analysis

- AI rapidly analyzes calls, revealing hidden insights about customer interactions and salesperson performance.
- Understand exactly how calls drive sales—without hours of listening.
- Transform customer conversations into actionable sales strategies instantly.

Customized Training Tools

- AI-powered training tailored precisely to your sales team's unique needs.
- Personalized coaching tools designed for maximum sales impact.
- Train smarter, not harder—AI delivers customized development automatically.

Salesperson Profiler

- Quickly discover each salesperson's strengths using AI-driven profiles.
- AI insights match your salespeople to the right customers effortlessly.
- Boost sales performance by knowing exactly who excels and why.

"Of course they're transactional—they're really busy!"

AI-DRIVEN vs. HUMAN PHONE CALL ANALYSIS IN AUTOMOTIVE DEALERSHIPS

AI-DRIVEN



5 SECONDS

HUMAN



1,5 - 2 HOURS



Cost Comparison

AI-driven analysis can be a fraction of the cost compared to human-based analysis



Features of AI Analysis

- Transcription
- Tone analysis
- Coaching tips



Impact on Third-Party Services

Decreased need for third-party services due to in-house AI capabilities



Industry Trends

More dealerships are adopting AI phone

AI Reveals the Hidden Truth

The GM thought his dealership had a solid process: Have experienced managers handle inbound sales calls. It seemed like a good idea—until he ran their call transcripts through ChatGPT for a sentiment and tone analysis.

The AI swiftly reported that managers' conversations were highly transactional, hurried, and impersonal.

The GM was surprised but then nodded: "Of course they're transactional—they're really busy!"

But ChatGPT had not only identified the issues, it offered concrete suggestions and strategies to make improvements. All in a matter of seconds.

Nobody suspected a problem until AI revealed it—and it took no expensive consultants or elaborate services. Now, with minor changes inspired by the AI's insight, the dealership is transforming rushed calls into meaningful customer interactions.

Dealership Intelligence

AI Transformative Impact



You need experts across the dealership – Not just in the IT department.

AI will continue to evolve to be a powerful force across all dealership functions—boosting sales, streamlining service, enhancing marketing, and supporting smarter management through data-driven insights and automation.

Data is a Valuable Asset.

AI Responsible Use and Policy

Wowza helps dealerships use AI responsibly by guiding them in setting clear policies, protecting customer data, and avoiding misuse. We train staff to understand the strengths and limits of AI, so they use it ethically and effectively—always as a tool to support great customer service, not replace it.

AI Data Quality and Safety

Wowza works with the WOW Team as they create strategies and processes to protect and prepare dealership data to take full advantage of AI now and in the future. Organizing, cleaning, and securing data is critical for laying the groundwork for smarter tools, better insights, and more personalized customer experiences as AI technology continues to evolve.

"Some of my sales guys were using ChatGPT on the down-low. I didn't understand the risk."

A few tech-savvy salespeople quietly began using the free version of ChatGPT to craft customer emails and responses. At first, I didn't realize this posed significant risks to the dealership. I soon discovered that the free version lacks essential security features, potentially compromising sensitive customer data. Additionally, our information was now stored on individual employee accounts, leaving us without proper oversight or control. Although their intentions were positive, the salespeople didn't fully understand these limitations or the risk of providing outdated or incorrect product information. Recognizing these issues, I understood the necessity of implementing a secure team account and providing thorough training to ensure responsible use of AI.

What salespeople at Johnson Lexus have to say:

"They couldn't afford the new model. AI helped me shift focus to the older one's value—battery life, reliability—and that actually helped me sell the car."

"I literally use AI to craft the majority of my emails. It words things far better than I ever could."

"I use it to compare makes and models—Mercedes vs. Lexus. It gives me talking points I wouldn't have thought of."

"I love it. I use it more than Google. If they took it away, it would suck."

"If they take it away, I'm done."

"It helps me send more informed, professional messages."

"An AI-crafted anniversary email actually got a non-responsive customer to call me."

"Now I just press search to get instant comparisons—it saves so much time."

How It Works

Implementing AI across your dealership is easier than you think. Our proven process transforms how your team works without disrupting daily operations.



Discovery

We assess your current workflows and identify high-impact AI opportunities.



Workshops

Custom training sessions for managers and sales teams build confidence.



Integration

AI tools seamlessly blend into existing systems and daily routines.



Ongoing Support

Continuous improvement with regular check-ins and performance analysis.



Discovery Process

Discovery Call

Understanding goals, culture, and team structure

Customization

Tailoring tools and training approach

Logistics Planning

Organizing delivery options

Wow Team Recruitment

Choose the WOW team.



The Wow Team: AI Experts Are Already on Your Payroll

Working On What's Next

The WOW team is a dedicated group of forward-thinking professionals from across your dealership who spearhead your AI adoption strategy and serve as champions for artificial intelligence integration throughout your dealership. This select team works closely with Wowza to design, execute, and monitor AI experiments while staying at the forefront of emerging technologies and industry developments. By continuously evaluating new AI products and solutions, the WOW team ensures your dealership makes **strategic, data-driven decisions about which technologies to implement and how to maximize their impact** on your operations and customer experience.



Manager Workshop

Custom GPT Tools

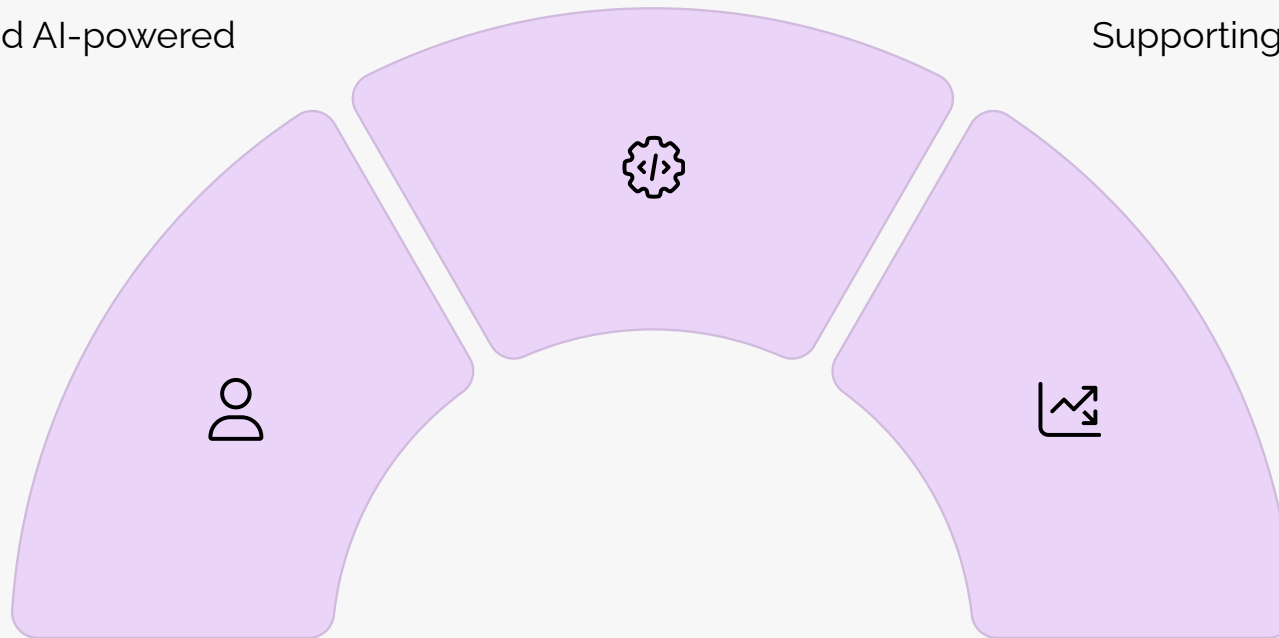
Developed for your specific dealership needs

Leadership Alignment

Managers united behind AI-powered vision

Cultural Leadership

Supporting managers in modeling desired shift



Sales Team Workshop

Hands-on Training

Interactive sessions with full sales team

Tool Introduction

Practical application of customized AI tools

Real-world Focus

Emphasis on actual customer interactions



Ongoing Support System



Daily Office Hours

1:00 PM Central, open to all staff



Live Q&A Sessions

Real-time problem solving and skills development



Email Tutorials

Regular exercises and tool updates



WOW Team Management

Facilitate Team meetings and provide admin support.





Monthly Program Elements



Live Webinars

Monthly sessions covering targeted topics



Progress Reviews

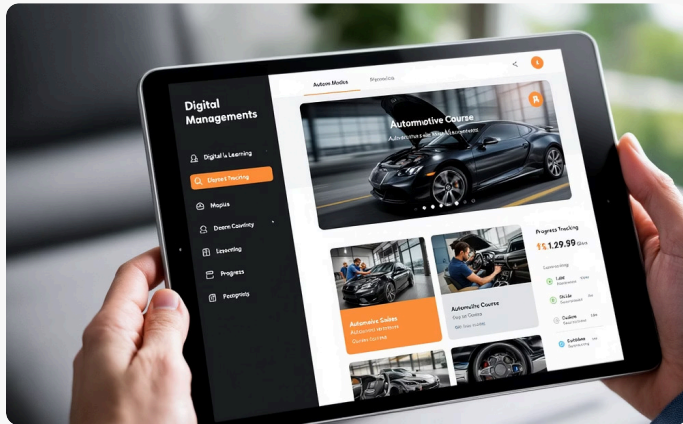
Brief monthly calls with leadership team



New Hire Training

Monthly sessions or individual scheduling

Learning Resources



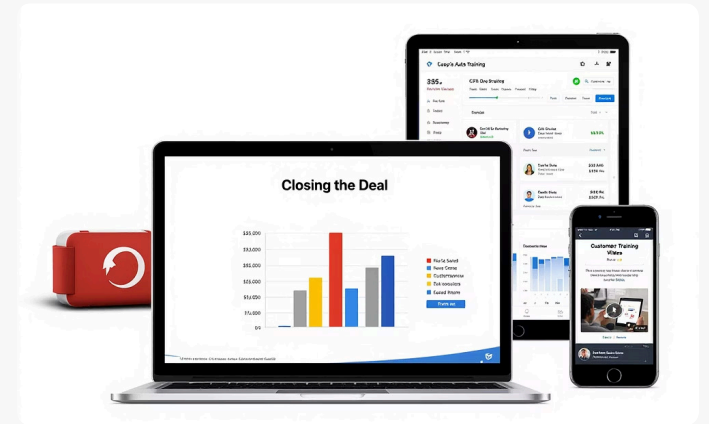
Comprehensive Library

Full exercise collection in our LMS



On-Demand Access

Learn anywhere, anytime



Ongoing Content

Regular updates reinforcing key skills

Low Cost. No Risk.

Costs: Low monthly professional Fee
(Requires a team account with an AI service.)

No contracts: Cancel any time.

No Risk Guarantee: Cancel before the end of the first month and we'll give you your money back.



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Let's talk to see if AI is right for you.

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[More on the Website](#)

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