

# Automotive sales factsheet

From outdated sales approaches to  
actualizing growth ambitions





## Sales challenges faced by automotive businesses



Lead  
management



Price &  
discount  
management



Pre-delivery  
& trade-in  
inspections



Order  
processing



Test-drive  
management



Sales  
performance  
tracking



Customer  
relationship  
management (CRM)



# Seamless sales operations from beginning to end with A365

A365 enhances the engagement between businesses with their customers. It utilizes engaging and hyper-personalized interactions to provide unparalleled customer experience at every touchpoint, creating a more convenient path to purchase, and simultaneously building trust and brand loyalty.

With A365, businesses can leverage advanced technologies and analytics to drive shorter, faster, and more tailored customer engagement. This helps businesses redefine their sales strategy by expeditiously automating customer engagement, driving unique marketing campaigns, and accelerating the conversion of potential leads.

01

Tailor and  
configure upselling  
opportunities

02

Discover profitable  
service and finance  
packages

03

Elevate customer  
retention and  
dealership  
profitability

04

Optimize  
communication for  
enhanced customer  
interactions

## A365 automotive sales features



Inventory  
management



Sales  
automation



OEM  
integration



Configuration  
management



Marketing



Quoting  
&  
pricing



Reporting  
&  
analytics



Lead  
tracking &  
conversion



Financial  
services  
integration



Customer  
relationship  
management  
(CRM)

# A365 automotive sales functionality coverage



## Customer engagement

### Marketing

Drive brand awareness and recognition through strategic marketing efforts that resonate with the target audience.

### Market segmentation

Divide the market into distinct segments to tailor your approach and meet the unique needs of each group.

### Lead generation

Employ effective strategies to identify and attract potential customers who have shown interest in your offerings.

### Prospects

Cultivate potential leads that have displayed interest, nurturing them towards becoming valuable customers.

### Opportunities

Capitalize on favorable chances to convert leads into successful sales, maximizing your revenue potential.

### Marketing activities

Execute a range of marketing initiatives that bolster brand visibility and customer engagement.

### Activity calendar

Maintain an organized schedule of marketing events and initiatives to ensure timely execution.

### Appointments

Schedule one-on-one interactions with potential clients, providing personalized attention to their needs.

### Tasks

Manage a comprehensive list of tasks related to marketing activities, ensuring no detail is overlooked.

### Prospects & lead qualification

Evaluate and categorize prospects based on their potential, focusing efforts on the most promising leads.

### Marketing questionnaires

Gather valuable insights from potential customers through thoughtfully designed questionnaires.

### Marketing campaigns

Launch targeted campaigns that resonate with specific customer segments, driving higher engagement.

### Marketing follow-up

Maintain consistent communication with leads after initial contact, nurturing their interest over time.

### Telemarketing

Engage potential customers through phone calls, delivering personalized pitches, and addressing inquiries.

### Customer surveys

Gather feedback from customers to gauge satisfaction levels and identify areas for improvement.

## Purchase, assembly, & manufacturing

### Bulk purchase

Acquire automotive products in large quantities to benefit from cost savings and economies of scale.

### Damage arrival inspections

Conduct thorough inspections to assess the condition of automotive products upon arrival and address any damage.

### Custom order

Fulfill unique customer requests by offering personalized automotive products tailored to their specifications.

### Bulk shipments

Arrange for the transportation of automotive products in large quantities to distribution points or customers.

### Stock orders

Manage inventory by placing orders for readily available automotive products to meet customer demands.

### Consignment stock

Provide retailers with automotive products that remain your property until sold, optimizing supply chain efficiency.

### Vehicle transfers

Facilitate the movement of vehicles between different locations or entities within the supply chain.

### Type approvals/certificates

Ensure that automotive products meet required standards and regulations before they are released to the market.

### CKD assembly

Undertake complete knock-down (CKD) assembly of automotive products in local markets to save on import costs.

### Parts refurbishment

Renew and restore components to their original condition, extending their lifecycle.

### Bodybuilding

Construct vehicle bodies according to specifications, catering to specific commercial needs.

### Modifications

Make tailored alterations to automotive products based on customer preferences or industry requirements.

### Aftermarket engineering

Provide additional engineering support and services once automotive products are in the market.

### Vendor portal

Offer suppliers a digital platform to interact, manage orders, and streamline collaboration.

### Multi-scan vehicle receiving

Implement a comprehensive system to receive and process multiple vehicles simultaneously.

# A365 automotive sales functionality coverage



## Vehicle sales

### Sales activities

Engage in a range of actions to promote products and services, ultimately driving sales growth.

### Vehicle configuration & versions

Provide options for customers to customize vehicle configurations and choose from different versions.

### Model catalogs

Showcase a comprehensive range of models to assist customers in making informed choices.

### Multiple brands

Offer a diverse selection of brands to cater to different customer preferences.

### Sales situations

Provide potential customers with detailed quotes that outline offerings and pricing.

### Owners & custodians

Establish clear ownership and custodianship guidelines to enhance customer satisfaction.

### Matching & allocation

Assign the right automotive products to the right customers based on their preferences and needs.

### Test drives

Allow potential customers and leads to experience vehicles firsthand through test drives.

### Financial offers

Present various financial options to make purchasing more accessible for customers.

### Insurance offers

Provide insurance options to safeguard customers' purchases and offer peace of mind.

### Payment plans

Offer flexible payment plans to accommodate customers with varying budgets.

### Vehicle sales/quotation approval

Implement a streamlined process for approving vehicle sales and quotations.

### Warranty offers

Include warranty packages to assure customers of the quality and reliability of their purchases.

### PDI & PDS

Perform pre-delivery inspections (PDI) and services (PDS) to ensure automotive products are in optimal condition upon delivery.

### Service agreements

Offer service contracts to provide customers with ongoing support and maintenance.

### Used vehicle trade-in

Allow customers to trade in their used vehicles as part of the purchase of new ones.

### Vehicle & pricing configuration

Clearly present pricing options for different vehicle models and configurations.

