

# THE AI-POWERED DEALERSHIP: HUMANS + TECHNOLOGY

## TWO VERSIONS OF AI SALES

### ❌ THE WRONG WAY: REPLACING HUMANS

Automation to replace salespeople. Costs customers, revenue, and trust. Leads go dark. Felt like talking to a machine.



**CUSTOMER**

Felt like talking to a machine.



### ✅ THE CALLDRIIP WAY: EMPOWERING HUMANS

AI makes team faster, surfaces data, ensures no lead goes dark. Dealers pulling ahead. Trust earned through conversation.



## THE CRITICAL TRUTH: HUMAN CONNECTION WINS

### INBOUND INTENT (FORMS)



Speed-to-lead race.  
Respond within 2 mins = 3x appointments, 2x closing.



### INBOUND CALLS (DIRECT)

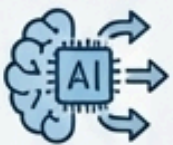


Highest-value leads.  
Convert 30% faster,  
spend 28% more.  
19%+ unanswered.



THE MOMENT A REAL CONVERSATION STARTS,  
TECHNOLOGY STEPS BACK, PEOPLE TAKE OVER.

## WHERE AI EARNS ITS PLACE (THE TOOLKIT)



### INSTANT ROUTING

Triggers outbound call in seconds before lead goes cold.



### AFTER-HOURS COVERAGE

AI keeps leads warm, gathers info, queues for human follow-up.



### CALL SCORING & COACHING

AI analyzes calls to surface what works, identifies missing key moments.



### AUTOMATED FOLLOW-UP

Personalized SMS text keeps dealership visible until prospect is ready.



### POST-SALE RETENTION

Systematic outreach for service & future purchases without manual effort.

NONE REPLACE A REP. THEY REMOVE FRICTION.

## THE BOTTOM LINE

**AI IS THE TOOLKIT.**  
**YOUR PEOPLE ARE THE ENGINE.**

Get that backwards and NO technology fixes it.

See how Calldrip supports your team.

**BOOK A DEMO**

