

**AGENCY TECHNOLOGY EVALUATION**

<b>F&amp;I and Training Technologies (Dealer Facing)</b>	<b>Poor</b>	<b>Good</b>	<b>Great</b>
<i>Your Product is <b>service!</b> How are you compared to the competition?</i>			
Branded F&I Presentations (Menu, Sales Tools)			
eContracting for all vendors, via one interface, w DMS Integration			
Tablet Based F&I Presentations			
Using F&I Technology in F&I Schools			
Dealership Reporting, Group, Dealership and Individual			
Online F&I Training			

<b>Product Vendor Technologies</b>	<b>Poor</b>	<b>Good</b>	<b>Great</b>
<i>Are my product vendors making me look good... or not?</i>			
eContracting Dealer Agreements			
Supports Transactional e-Contracting Process and Registrations			
Integrated Menu Provider			
Online Claims Processing			
Tablet Applications for (Tire & Wheel Photos etc.)			
Online Accurate Reinsurance Reporting, Tablet/Phone Optimized			
Online Claims Reporting, Tablet/Phone Optimized			
Admin Platforms Allow Rapid Product Development			

<b>Digital Marketing</b>	<b>Poor</b>	<b>Good</b>	<b>Great</b>
<i>How are you reaching your prospective dealers?</i>			
Search Engine Optimization			
Consistent Messaging, Print, Email, Promotional, Ad Placement			
Digital Newsletters			
Local Sponsorships			
Digital ad placement			

<b>Sales Presentation and Management</b>	<b>Poor</b>	<b>Good</b>	<b>Great</b>
<i>How are you presenting to dealers and tracking sales effectiveness?</i>			
Making Presentations via iPad and or Tablet			
Webinars - GoToMeeting			
PowerPoint (Its Still Good!)			
Technology Demonstrations & Product Training			
Proactive Pipeline Management (business development)			
CRM Solutions - Salesforce.com, Microsoft, others			

<b>Internal Operations</b>	<b>Poor</b>	<b>Good</b>	<b>Great</b>
<i>How is your business set-up to succeed?</i>			
Internal Network & Employee Hardware			
Mobile PC Hardware (Microsoft Surface)			
Field Technologies, Call Reports, Dealer Follow-up			
After hours call center solutions			
Integrated Phone, Email, Data, Intranet, Chat, LiveMeeting			
Digital Contracting (Dealer Agreements & F&I Contracts)			
Automated Commissions Reconciliations			
Accounting Systems - Back-up and Long-Term Viability			
Disaster Recovery Capability			
Business Continuity Plan and Ability to Execute			
Agency Reporting, Rep & Territory Breakdowns			