



**Transforming the  
car dealership industry  
by offering intelligent  
training solutions.**



## About the Client

An innovative tech startup based in Texas, USA, transforming the car dealership industry by offering intelligent training solutions designed to empower sales teams across dealerships of all scales.



## Objective

The client sought to address inefficiencies in their sales processes and outcomes. Specifically, they aimed to improve sales team performance by providing real-time guidance through an app equipped with intelligent suggestions. The client's primary goals included gaining a better understanding of customers, enhancing sales efficiency, and ultimately increasing revenue generation.



# Solution Implementation

In alignment with the client's vision, the Intelligenn team developed an AI-driven micro training solution. The innovative app offers sales teams real-time, intelligent suggestions while also aiding managers in understanding customer dynamics and evaluating the efficiency of sales strategies. The solution involves:



## Real-time transcription

Utilizing speech-to-text algorithms to transcribe conversations as they occur.



## Intelligent suggestions

Offering real-time alternatives and recommendations to the salesperson during calls.



## Sales performance metrics

Displaying the sales performance to managers or owners, enabling them to stay informed about the team's effectiveness.



## Conversation analysis

Analyzing conversation data through a trained model to identify effective sales strategies.



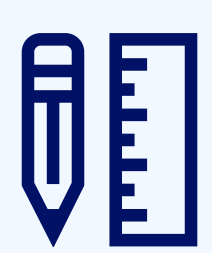
## Helpful pro-tips

Providing personalized pro tips to the salesperson post-call to enhance performance in future interactions.



## Result

Following the implementation of this solution, the client achieved significant milestones:



### Mitigated Training Challenges

By addressing high turnover rates, the client successfully reduced training issues, fostering a more stable and knowledgeable sales workforce.



### Enhanced Customer-Centric Insights

Through the analysis of good and bad pitches, the client gained insights into their customers' preferences, enabling them to refine their sales strategies.



### Improved Sales Performance

Real-time training interventions empowered the client's sales teams to refine their approaches on the fly, resulting in improvements in sales performance metrics.



### Improved Business Revenue

As a direct outcome of the enhancements, the client experienced a tangible increase in revenue, reflecting the effectiveness of their strategic initiatives.



Intelligenn's team showcased exceptional skill, knowledge, and agility in crafting our AI micro training solution. Their timely delivery and market insight were instrumental in our success.

**Dealership Supervisor**

# Learn more about IntelliGenn.ai

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