Dealership Engagement

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Understanding the Dealership Process

**Rigid sales cycle** (Hasn’t changed in 50+ years)

Seven steps to the sale
1. Meet and greet
2. Discovery
3. Vehicle presentation
4. Test drive
5. Soft close
6. Write up
7. Delivery

**Straight commission pay plan; EVs low commission and longest sales cycle**

**Where do EVs fit into the sales cycle?**
Incentive Perspective

• Understand how dealerships work and what goes on inside them.

• Supporting materials that work for them.

• Streamline the rebate process for dealerships.

• Support the dealerships and the OEMs.

• **Change:** We are constantly asking dealerships for feedback on what would help them make the process easier and delivering collateral as needed.
## Dealership Engagement Activities

### In-Person Dealership Outreach

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<th>2017</th>
<th>2018</th>
<th>2019</th>
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<tbody>
<tr>
<td>Phone Calls</td>
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<td>Collateral Distributed</td>
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<td>Dealership Outreach Team Members</td>
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