

# DIGITAL RETAILING

## A SPECIAL PROMOTION FOR INFINITI

Darwin Online will let you bridge the online to in-store engagement leading to more sales. Our Digital Retailing tool will plug into ANY WEBSITE and provide accurate payment that match ANY DMS! It's like having a desking & Menu tool working for you 24 hours a day.

## VIRTUAL DESKING

Just like it sounds! You will be able to pick up the deal mid-stream with the customer online and update the deal structure to get to an agreement in real-time. the updated deal can be shared via text or email to get the customers approval with the click of a button.



## ONLINE FEATURES

- \* Real Payments
- \* Rates & Residuals
- \* OEM Incentives
- \* Tailored Interview
- \* Driver Needs Analysis
- \* Tailored Product Presentation
- \* KBB Trade-In Value
- \* OEM Accessory Presentation
- \* Predictive Analytics
- \* Prescriptive Selling
- \* F&I Sales Tools
- \* ILM Integration
- \* Marketing Enhancement Packages

## SHOWROOM

Showroom includes all the features listed above in Darwin Online yet also adds the ability to work the deal in the store. With Showroom, dealership personnel can adjust the trade value, alter selling price and negotiate the deal structure as needed. Customers will enjoy the transparency that comes with providing the same experience in store as they received online.

## DARWINAUTOMOTIVE.COM

Product	Price	Setup Fee
DR + Virtual Desking + Showroom All Lender Add-on (Finance Lease)	\$ 925/mo. 99/mo.	\$ 495(OneTime)

## CONTACT

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