**Slide 1 – Title / Hook**

**“Smarter Customer Engagement: Email + AI Calls That Drive Buyers Back to Your Store”**

* Turn unsold leads, past buyers, and service customers into showroom traffic.
* AI-powered outreach that feels human, but never misses a call or follow-up.
* Backed by J Franco Marketing’s 10+ years of proven automotive success.

**Slide 2 – The Problem**

* Dealers have thousands of past customers and leads sitting dormant in their CRM.
* Staff doesn’t have the time to work them properly—calls are inconsistent, emails ignored.
* Equity opportunities are being missed every day.
* Service-to-sales conversion remains under-leveraged.

**Slide 3 – Our Solution**

**Textium + AI Outbound Calling Program**

1. **Textium Email Marketing**
   * Targets three high-value audiences:  
     • Past buyers most likely in equity  
     • Service customers who never purchased  
     • Unsold CRM leads
   * Each email prompts the customer to *text for an instant value* on their vehicle.
   * Trade values are returned instantly via Kelley Blue Book or Black Book.
2. **AI Outbound Agents**
   * Trained on each dealer’s **unique value propositions** (warranty, pricing, service perks, etc.).
   * Immediate follow-up with every email lead.
   * Plus 500 proactive calls/month to past sales clients most likely in equity.
   * Available 24/7, never forgets a follow-up.

**Slide 4 – Why It Works**

* **Instant Gratification**: Textium provides trade values instantly, keeping customers engaged.
* **Personalization**: Every AI agent is trained on your store’s messaging, not a generic script.
* **Scale**: Touch 1,000s of dormant contacts without adding BDC headcount.
* **Efficiency**: One unified program that creates leads, qualifies them, and sets appointments.

**Slide 5 – Real Results (Example Metrics You Can Drop In)**

* **Email Engagement**:  
  • 30–40% open rates  
  • 10–15% click-through to trade appraisal
* **Lead Conversion**:  
  • 100% of leads receive AI call follow-up within minutes  
  • Dealers report 2x higher appointment set rates compared to staff calls
* **ROI**:  
  • Campaigns typically generate *$X gross per $1 invested* (insert your best dealer case study here).

**Slide 6 – Dealer Value**

* Maximize equity mining without burning out your staff.
* Consistent outreach to past clients builds trust and loyalty.
* Turn “cold” database names into showroom traffic.
* Bridge the gap between email clicks and actual appointments.

**Slide 7 – What Makes Us Different**

* **Textium Advantage**: Every email includes a variable PIN text code—ensuring accurate data and capturing mobile numbers.
* **AI Advantage**: Proprietary AI agents (“Hope” and others) designed specifically for automotive retail.
* **Proven Experience**: $6B+ in pre-approved loans through Quick2Credit, 100s of dealers nationwide.
* **No New Headcount Needed**: We extend your BDC without the overhead.

**Slide 8 – Call to Action**

**“Let’s Turn Dormant Data into Showroom Deals.”**

* Launch your first campaign this month.
* We’ll handle the emails, train the AI, and deliver the leads directly to your CRM.
* Start seeing equity appointments within days.