THESE ARE JUST IDEAS:

**Slide 1 – Title / Hook**

* **Hero Image:** Sleek car showroom or customer shaking hands with a dealer.
* **Overlay Graphics:** Futuristic “AI voice wave” or phone/email/chat icons interconnected.
* **Design Tip:** Bold title centered with JFM red/black color palette and subtle motion arrows suggesting forward momentum.

**Slide 2 – The Problem**

* **Visual:**
  + A cluttered CRM database or overwhelmed BDC agent at a desk with too many calls/emails.
  + Icon set: ❌ Missed calls, ❌ ignored emails, ❌ customer walking away.
* **Layout:** Split screen: left = pain points text, right = visual of dealership staff struggling.

**Slide 3 – Our Solution**

* **Flow Diagram:**  
  Email → Text for Value → Instant Trade Value → AI Call → Appointment.
* **Icons/Visuals:**
  + Email icon
  + Smartphone with text bubble + PIN
  + KBB/Black Book logo (small, tasteful)
  + AI “bot” headset calling a customer
  + Dealer showroom appointment calendar
* **Design Tip:** Use arrows and bright pops of color to show how smooth the process is compared to the “Problem” slide.

**Slide 4 – Why It Works**

* **Visual Style:** 4 clean circles or hexagons with icons inside:
  + ⚡ Lightning bolt = Instant gratification
  + 🎯 Target = Personalization
  + 📈 Bar chart = Scale
  + 🔄 Clock/Infinity = Efficiency
* **Layout:** Icons up top with one-line supporting copy underneath each.

**Slide 5 – Real Results**

* **Graphs/Charts:**
  + Line chart of email open rates (30–40%) vs. industry average.
  + Bar graph showing appointment set rate: AI calls vs. BDC staff.
  + ROI “money in vs. money out” visual (e.g., $1 turns into $X gross).
* **Design Tip:** Keep charts simple, bold, dealer-friendly (big green up arrows for results).

**Slide 6 – Dealer Value**

* **Graphic Concept:**
  + Customer life cycle loop (Sales → Service → Retention → Repeat Purchase).
  + Highlight “equity mining” in the cycle.
* **Visual:** A “bridge” graphic showing AI + Textium connecting dealers to their customers.

**Slide 7 – What Makes Us Different**

* **Visual Layout:** Side-by-side comparison graphic:
  + **Traditional BDC** (phone = red X, inconsistent, staff fatigue)
  + **Textium + AI** (robot headset + car + happy customer = green checkmarks).
* **Callout:** “$6B+ pre-qualified loans” inside a large bold badge or trophy icon.

**Slide 8 – Call to Action**

* **Hero Visual:**
  + Calendar with circled appointment date.
  + Customer handing over keys at the dealership.
* **Overlay Graphic:** Bright “Next Steps” box with contact info.
* **Design Tip:** Make this slide clean, bold, and actionable—large CTA button or QR code to demo Textium.

💡 **Overall Style Guidance for Designer:**

* Stick to JFM brand colors (red/black/white, clean background).
* Use automotive-relevant imagery (showrooms, cars, phones in hand, smiling customers).
* Keep it visual > text heavy. One strong image + short bold copy per slide.
* Use arrows, funnels, and loops to show *process flow*.
* Make the AI visual cues friendly, not “robot overlord”—think sleek headset icons or glowing phone waves.