

# Unlocking Greater Value from KBB Instant Cash Offer Leads



Jeff Wyler Auto Group increases conversion rate of Kelley Blue Book ICO leads by 51% after deploying Sales AI Copilot.



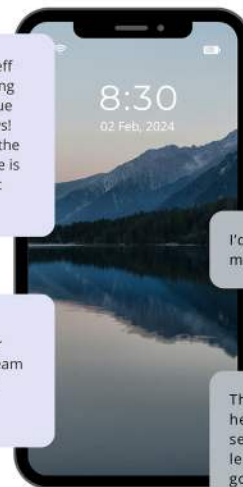
- » Detailed review of KBB ICO lead performance across 13 rooftops
- » Analysis of lead conversion rates and Gross Margin generated from vehicles acquired and resold
- » Comparison of performance before vs after implementing Sales AI Copilot
- » Nearly 50K leads analyzed over a 12-month period

SAMANATHA (AI COPILOT)

Hello Lauren, it's Samantha from Jeff Wyler Kings Nissan. Thanks for taking the time to generate your Kelley Blue Book Instant Cash Offer. Great news! Based on the initial market data in the Mason area, we believe your vehicle is worth more than the KBB offer that you received!

SAMANATHA (AI COPILOT)

Thank you for your offer! We understand that you are looking for around \$10,000 for your car. Our team will review the market data and get back to you with the best possible offer.



LAUREN

I'd be looking for around \$10,000 for my car.

LAUREN

The car's in perfect condition if that helps explain the \$10K price! I'm selling it because I would like to start leasing. It's definitely hard to say goodbye. 😊

## Sales AI Copilot drove a significant increase in lead conversion and revenue generation from KBB ICO leads.

Lead conversion rate (Vehicles acquired and sold per lead)



Gross Margin generated per lead



### The Challenge

Traditional dealership sales models weren't designed to support vehicle acquisition efforts. Fewer high intent leads and a more involved qualification process puts strain on sales personnel. Without automation, dealerships are limited in their ability to maximize return on their KBB spend.

### The Solution

Sales AI Copilot helps dealers optimize the value of KBB ICO leads with a consistent and comprehensive lead management process driven by generative AI technology.

- Speed** - Faster initial response to potential vehicle sellers
- Quality** - Highly conversational and personalized dialogue
- Reach** - Maximum use of SMS texting for higher engagement
- Persistence** - Systematic follow-up for every lead