

# Sales AI

Exceptionally human AI that delights and converts more customers



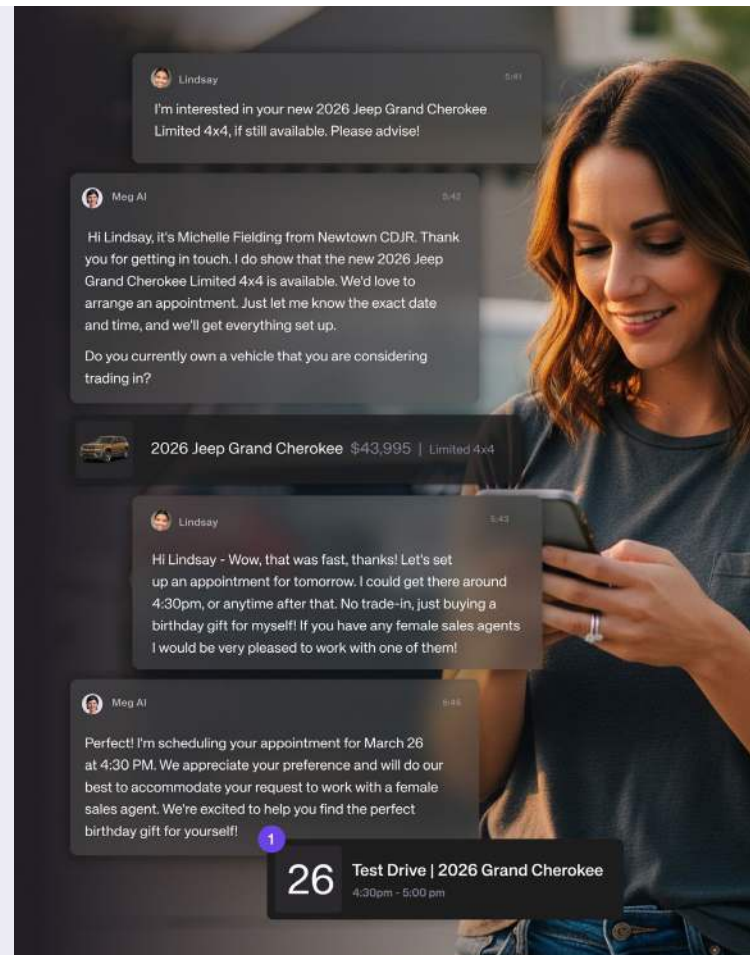
Most AI follows up. Impel's Sales AI follows through. The moment a lead hits your system, Sales AI gets to work — immediately, autonomously, and in your voice. It doesn't respond to leads. It works them. Decoding intent, orchestrating multi-channel outreach, adjusting tone in real time, and handing off to your rep with full context and the perfect next move. Every lead engaged. Every conversation earned. Every appointment fought for.

## Boost sales productivity, efficiency and results

- AI with EQ: adjusts tone, timing, and approach in real time
- Fully handles complex and multi-step inventory, financing, and trade-in inquiries
- Speaks with your brand voice, not a generic AI voice
- Understands the lead source and runs the right journey, every time
- Autonomous appointment booking — no rep required
- Fully operational on day one, but can be configured to your exact playbook
- Configurable audience segments, intent triggers, channel mix, and pacing
- Lead source-specific journeys, business rules, and cadences
- Customizable AI persona: your brand, your voice
- Smart notifications: triggered by real signals, not just activity
- Intelligent escalation: right rep, right moment, right context
- Role-based dashboards + CRM-integrated workflow

## Tangible ROI for your dealership

- Enables sales team to focus on high-value leads, relationship-building, and deal closing
- Drives showroom appointments and live calls



## Automation that drives your dealership forward

### The Challenge

Maximizing lead conversion without adding headcount

### The Solution

Impel's Sales AI enhances the effectiveness of existing sales staff to drive higher lead conversion performance

**31%** Lift in Appt. Set Rate Across all Channels

**23%** Lift in Sales Conversion Rate

**2.5X** Increase in BDR Capacity

**-1.15** Decrease in Days to Sale

## Every lead gets a real answer

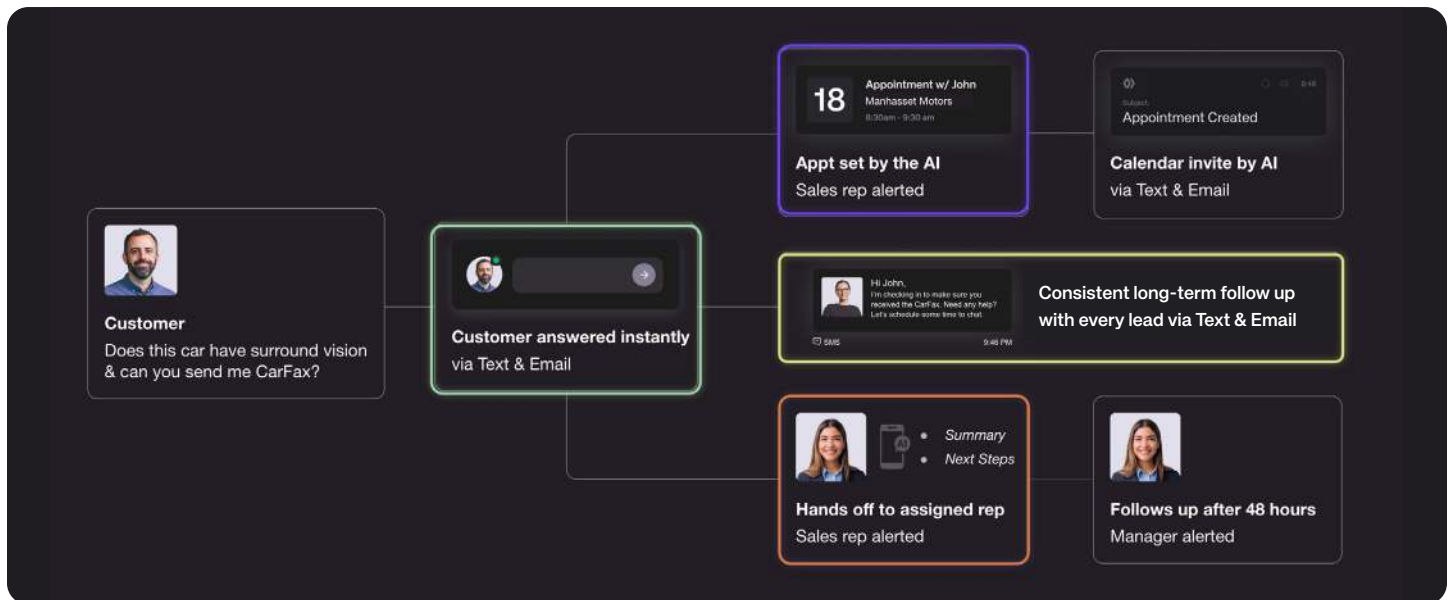
AI engages shoppers with real-time, personalized responses — so your team can focus on closing, not chasing.

**Responds instantly** to all online leads via text and email

**Nurtures conversations** and follows up with leads long-term

**Schedules appointments** directly in CRM

**Alerts and hands off** to your team with full context and recommended next steps



## AI that moves as fast as you do.

A centralized repository for your dealership's information—continuously expanding your AI capabilities in real time—across all agents and channels.

The result? Far more meaningful and accurate conversations—and greater results.

Sarah 5:45

I want to add rear bumper protector, WeatherTech floor mats, tint, roof rail crossbars—can that all be rolled into my final price?

Katy 5:46

Absolutely. You can add accessories like Rear Bumper Guards, All-Weather Floor Mats, Roof Rail Crossbars, Hitch Receiver, window

tint, and other add-ons! We'll get your specific list over to the team pricing so your vehicle is ready when

you drive it off the lot.

### AI Knowledge Bank

Provide the information AI will utilize to generate corresponding responses. For each topic/question provide all necessary textual information, including links if applicable. Presses only: if no information is provided on a certain topic, AI won't be able to generate its reply.

General Information

Service & Parts

Sales

Car Buying

### Financing

\* Questions with asterisk are mandatory and must be answered to onboard the product.

Are there any special financing rates or offers currently available?

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\* Can I finance the vehicle even if I have bad credit?

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Can accessories and add-ons be factored into the final price?

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\* Can you provide information on the interest rates for financing?

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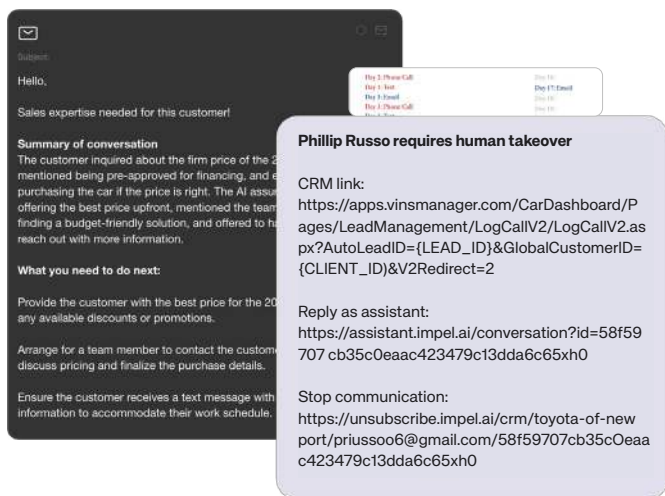
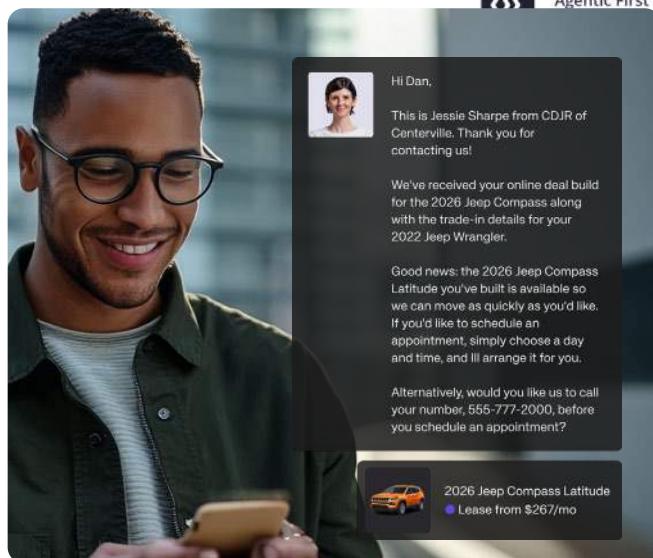
**+35%** Response Rates

**+15%** AI-set Appointments

**-10%** Staff Handoffs

## True Customization for Every Lead Source, Every Time

Agentic Response tailors every first reply to the lead's source and intent — OEM-aligned, context-aware, and powered by your AI Knowledge Bank.



## Seamless Integrations

With your systems, workflows & processes

- Over 200 auto retail integrations
- Consistent long-term lead nurturing
- Automated follow-up
- Intelligent handoffs

Connect with your dedicated Stellantis Strategy Team at [stellantis@impel.ai](mailto:stellantis@impel.ai) to activate Automotive AI for your dealership.