

# **Dealer Engagement Maturity Model**

LEVEL

## We can optimize the customer experience.

- I have well informed and motivated sales reps taking care of customers
- Dealers are using visually stunning virtual product showrooms; product comparisions and cost calculators to provide a world-class digital experience
- My team has time to focus on customer and brand loyalty
- Selling tools encourage preference toward my brand

LEVEL

## We can improve the dealer experience.

- We can easily organize and control what content is active and available
- Content can be found quickly and easily anytime, anywhere, even offline
- We can track what content gets used and by whom
- My upfront and ongoing training quickly ramps up new sales reps to full productivity

LEVEL

### We can enable our dealers.

- Producing majority of assets digitally to save on print costs
- Use email or website to achieve faster, more agile access to content
- Improved version control
- Able to attract a wider audience

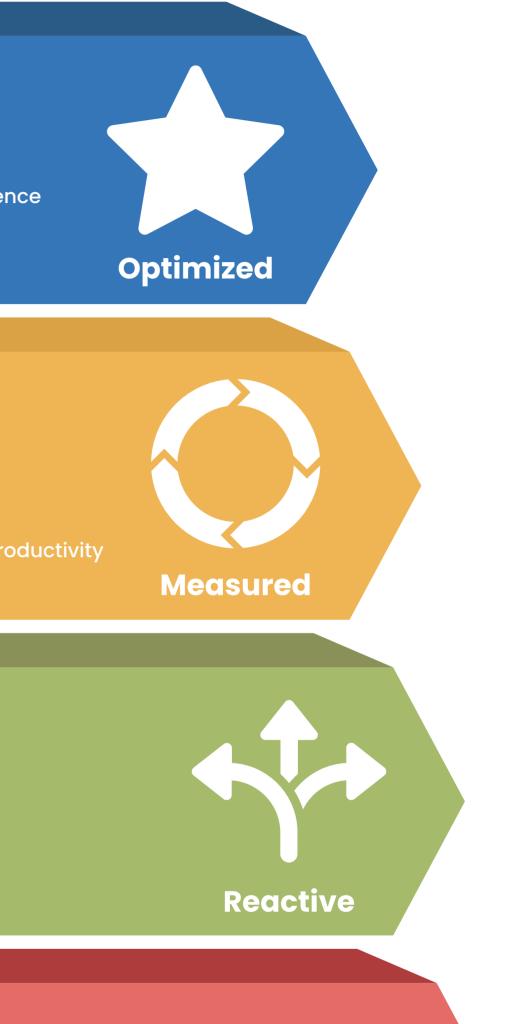
LEVEL

#### We can produce and share content.

- We share printed content to attract and enable dealers with established relationships
- Dealers use printed product literature as training and selling tools

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Ad-hoc