

Module overview | Sales

Power new possibilities for your automotive business with A365 Sales





Sales challenges faced by automotive businesses



Lead
management



Price &
discount
management



Pre-delivery
& trade-in
inspections



Order
processing



Test-drive
management



Sales
performance
tracking



Customer
relationship
management (CRM)



Redefining Sales Excellence for Automotive Businesses with A365

Designed to elevate your automotive business, the A365 Sales module ensures that every customer interaction is personalized, impactful, and seamless. By enabling hyper-targeted touchpoints and leveraging AI-powered insights, this module helps you build lasting customer relationships and foster brand loyalty.

From driving effective marketing campaigns to crafting smarter sales strategies, A365 supports your team in delivering customized experiences that truly resonate with customers. With tools to manage leads, enhance communication, and streamline the sales process, the module ensures smooth operations and optimal results at every stage.

Built on the powerful foundations of **Microsoft Dynamics 365, Azure, Power Platform, Copilot,** and **Dataverse**, A365 offers seamless integration, top-tier security, and user-friendly features. Its AI-driven capabilities, combined with Annata's deep automotive industry expertise, empower businesses to stay ahead of evolving customer needs.

What sets A365 apart is its ability to drive engagement, foster customer loyalty, and enhance efficiency. By empowering your team to connect more effectively with customers, A365 transforms sales management into a strategic growth engine—delivering lasting value that goes far beyond the sale.

01

Tailor and configure upselling opportunities

02

Discover profitable service and finance packages

03

Elevate customer retention and dealership profitability

04

Optimize communication for enhanced customer interactions

A365 Sales Capabilities



Inventory management



Sales automation



OEM integration



Configuration management



Marketing



Quoting & pricing



Reporting & analytics



Lead tracking & conversion



Financial services integration



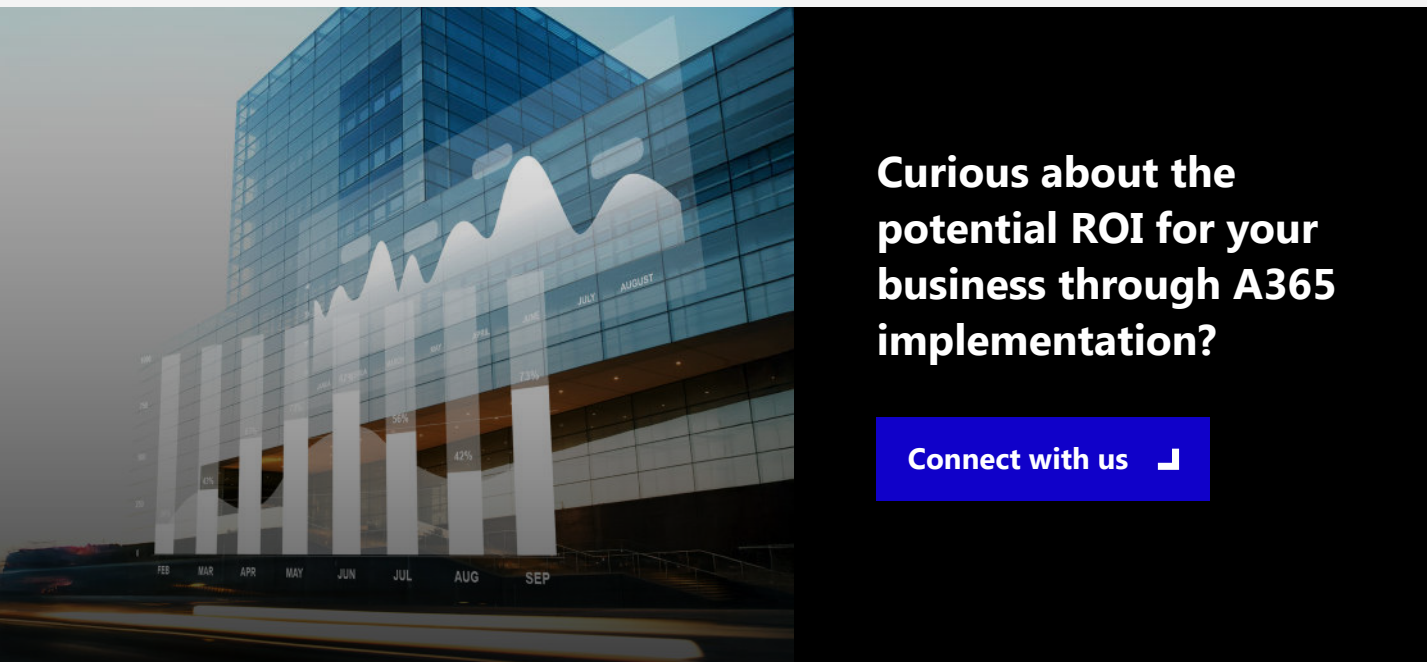
Customer relationship management (CRM)

Experience a significant **ROI with A365**

After implementing A365, our customers have enjoyed streamlined efficiency through automation, optimized workflows, and insightful analytics, facilitating informed decisions. This transformation has significantly positively impacted their financial performance.

Example

- **\$2.5B** - Existing generated revenues
- **3,500** - Existing Full-Time Employee (FTE) workforce
- **8-9x** - Projected ROI
- **1 year** - Projected payback period
- **\$8M to \$10M** - Projected total annual net impact



Disclaimer: The projected ROI and financial impact figures provided are based on preliminary assessments and estimates for illustrative purposes only. Actual results may vary and are subject to various factors such as market conditions, business strategies, implementation timelines, and other variables.



A365 Sales Key Features



01

Comprehensive Sales Management

End-to-End Sales Process Integration: Manage the entire sales lifecycle, from lead generation to deal closure and post-sale activities.

Quotation Management: Quickly generate, customize, and track sales quotations to ensure accuracy and professionalism.

Trade-In Management: Automate the evaluation of trade-ins, factoring in depreciation, repairs, and resale value for smooth transactions.

03

Pricing and Financial Flexibility

Sales Pricing Management: Optimize pricing strategies, discounts, and promotions to remain competitive.

Accessory and Warranty Sales: Include extended warranties and bundled offers to boost deal profitability.

Real-Time Financial Tracking: Monitor deal profitability, revenue recognition, and cash flow with seamless integration into financial systems.

05

Test Drive and Demo Management

Test Drive Scheduling: Automate the process of scheduling and tracking test drives, collecting customer feedback for informed decision-making.

Demo Vehicles: Manage demo vehicles effectively, allowing customers to experience features firsthand.

07

Analytics and Decision Support

Sales Performance: Use data to help evaluate sales trends, identify bottlenecks, and optimize strategies.

Marketing Campaigns: Leverage targeted campaigns to enhance brand visibility and attract leads.

Reporting and Analytics: Monitor sales performance metrics to guide data-driven decisions.

02

Advanced Customer Relationship Tools

CRM Integration: Leverage customer insights to enhance engagement and loyalty.

Customer Engagement Insights: Use detailed data to help analyze customer behavior and preferences, enabling personalized interactions.

Activity Tracking: Maintain a detailed timeline of customer interactions for consistent follow-ups.

04

Enhanced Inventory and Resource Management

Real-Time Inventory Visibility: Access live updates on vehicle availability across multiple locations.

Matching and Allocation: Assign the right vehicles to customers based on preferences and availability.

Vehicle Configuration and Versions: Offer customizable configurations and options to meet diverse customer needs.

06

Post-Sale Services and Loyalty Building

Service Agreements: Provide tailored service contracts for ongoing customer support.

Warranty Offers: Track and communicate warranty options to build trust and satisfaction.

Customer Feedback Integration: Use surveys to refine offerings and enhance the customer experience.

08

Scalability and Flexibility

Multi-Brand and Multi-Site Support: Manage multiple brands and locations seamlessly from a single platform.

Customizable Sales Workflows: Tailor workflows to fit business-specific requirements, ensuring alignment with strategic goals.

Lead Generation and Segmentation: Identify, qualify, and target high-potential leads with precision.

A365 Sales Benefits



01 Streamlined Sales Processes

Automate repetitive tasks, freeing sales teams to focus on customer interactions.

02 Improved Deal Profitability

Enhance profitability with bundled offerings, accurate pricing, and trade-in management.

03 Enhanced Customer Satisfaction

Deliver a seamless and personalized customer experience from lead to post-sale support.

04 Real-Time Insights

Leverage analytics to refine strategies and prioritize high-value opportunities.

05 Increased Scalability

Support growth with tools designed to handle complex workflows and high transaction volumes.

06 Transformative AI-Driven Sales

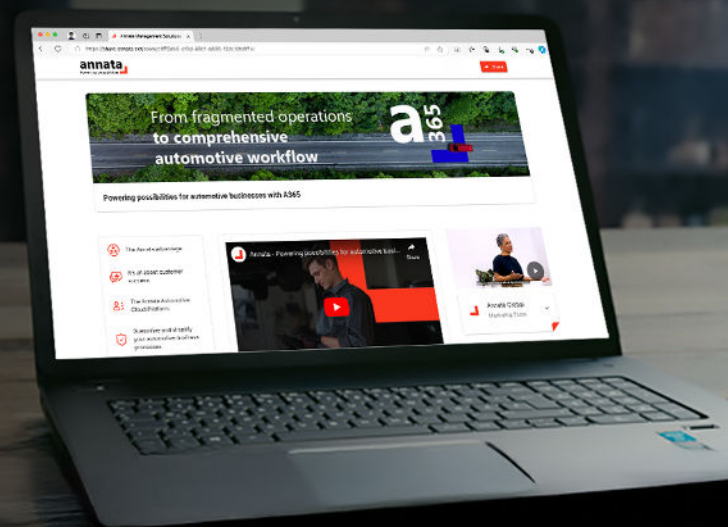
Automotive sales teams benefit from AI-powered insights, smarter customer engagement, and seamless automation—boosting efficiency, revenue, and customer satisfaction.

Discover the A365 Digital Experience Center: Your business transformation starts here

Explore | Learn | Transform

In the A365 Digital Experience Center, you'll get an exclusive, interactive demo to see how A365's game-changing functionalities can simplify your operations and drive real business results.

Visit A365 Digital Experience Center 





Power your possibilities with full digitalization

Ready to scrap those legacy systems and say hello to a cloud solution that never grows old? At Annata, we bring modern business applications to the automotive, trucks & buses, and equipment industries, helping businesses meet current challenges and seize new market opportunities.

See how A365 can help your business stay agile, compliant, and ahead of the competition. Reach out to us at marketing@annata.net.



For more information, visit us at annata.net

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