



# DealerSocket Desking

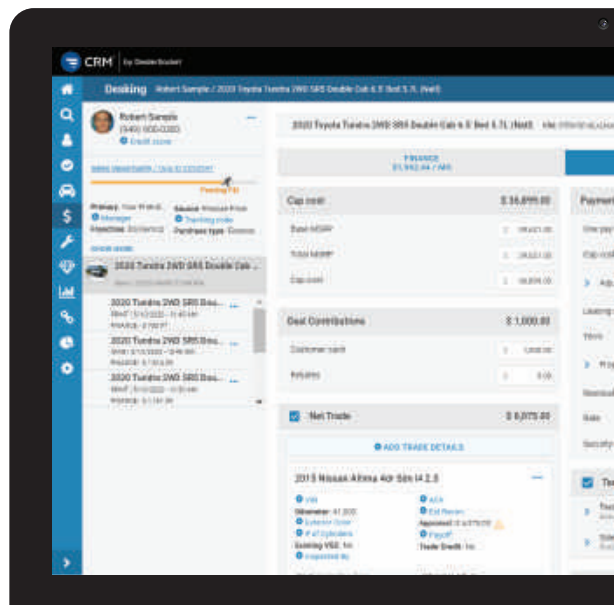
## Move at the Speed of Your Customers

Today's vehicle shopper has high expectations, but it's not just speed and transparency they desire. They want the feel of being in the driver's seat of a smart purchase process, customized to the way they want to buy. DealerSocket Desking modernizes the road to sale, empowering you to deliver the exceptional buying experiences you need to put more cars over the curb while increasing CSI.

**DealerSocket Desking is a powerful and versatile tool that gives me the ability to customize purchase and lease presentations quickly and efficiently.**

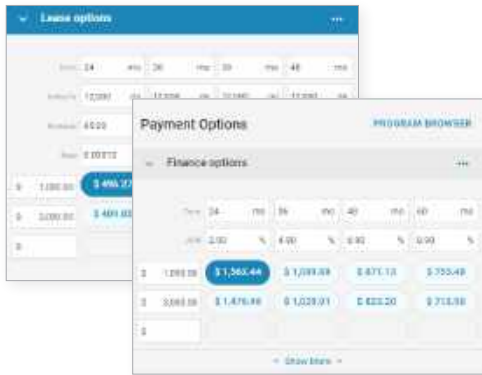
— **Nick Colucci**

General Sales Manager  
Capistrano Volkswagen



# From Bottom Line to Dotted Line

DealerSocket Desking comes with a suite of features that empower you to maximize front and back end profits while putting more ink to paper.



## The ~~Price~~ Payment is Right

Change the conversation from price to payment with comparable purchase, lease, and cash options. Incent customers to act with built-in, plug-and-play rates, residuals, and rebates.



## Your Deals, Your Way

Use smart, speedy, intuitive workflows to mitigate mistakes and protect profit margins on the way to the perfect deal structure.

# Worksheets without the Work

Desk a finance, lease, one-pay, or cash deal from a single screen. Adjust figures and deal structures on the fly and without losing your work.



# First Click to Last Pencil

Provide a consistent experience from first click to last pencil with seamlessly integrated digital retail. Seamlessly push your finalized deal structure to your DMS.



# Present with Pride

Create your own proposal or use templates. Customize your presentation on a case-by-case basis by showing or hiding worksheet details.



# All Activities, One System

Desk your deals from within DealerSocket's CRM – the all-in-one system that enables you to capture, connect with, and retain your customers.

# Modernize the Road to Sale

Your customer relationship begins when they first click – and ends when you let it. With marketing, communication, and digital retailing tools that enable them to discover and learn about your dealership, mobile and retail management solutions that empower them to choose you, and the purchasing suite that makes it easy for them to buy your vehicles, DealerSocket lets you create the journey your customers want to take.

## Create the Buying Journey They Want to Take



**Prospect**



### Discover

Buyers choose a path of self-guided discovery. Scouring the Internet, locating their vehicles of interest, and exploring payment options on your website. They want this step to be clear, easy, and accurate.

### Learn

As their interest is piqued, buyers will do a deep dive of your dealership and competitors, paying attention to special offers and reviews. Here they look to contact you either via text, chat, email, or online credit app.



### Choose

A critical phase in the sales process, buyers seek a combination of validation and trust to help confirm that they have selected the right vehicle from the right dealership. Either in-store or through at-home delivery, they need the flexibility to explore and compare.

### Buy

As they begin to talk numbers, buyers expect limited back and forth, negotiation, and wait times. Clear and confusion-less pricing. And importantly, no surprises or curve balls.



**Customer**



**DealerSocket Desking  
doesn't require a big  
explanation. Everything  
is right where you'd  
expect it to be.**

**— Adam Nobles**

Internet Sales Manager  
J. Pauley Toyota



**CRM™**

by DealerSocket

**Get a Demo**