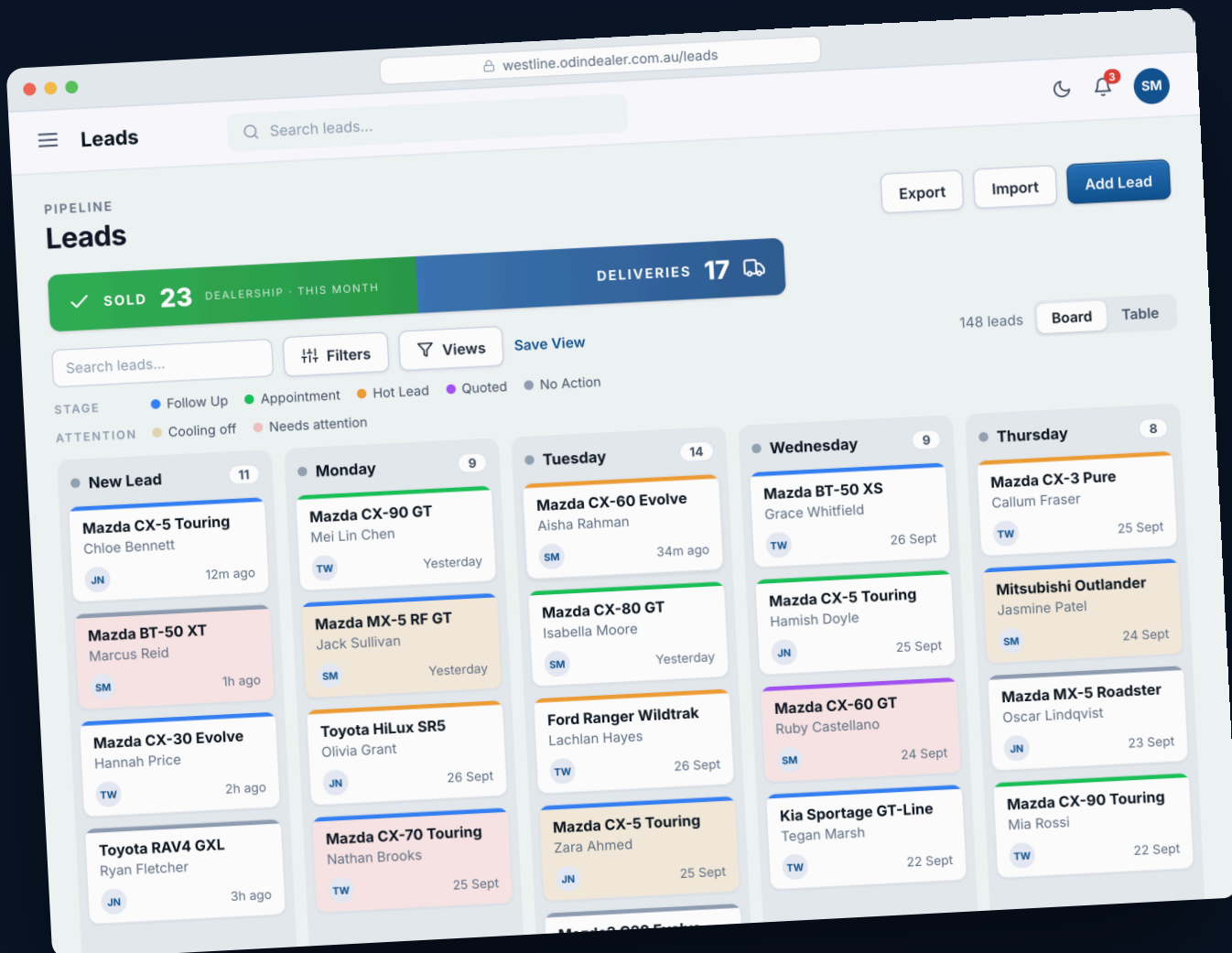




DEALERSHIP SOFTWARE · MARKETING · TRAINING

Every lead, every test drive, every delivery. **One system.**

Odin CRM, AI chat, AI call tracking, dealer websites, marketing and sales training. Built in Perth for Australian dealerships, and built to work together.



WHY DEALERS COME TO US

Most dealerships don't have a lead problem. They have a **follow-up** problem.

Leads everywhere

Carsales, the website,
Facebook, phones and walk-
ins, all in different places.

Replies on Monday

The enquiry came in Friday
night. The first reply went out
three days later.

No idea what sells

Marketing is measured in
clicks, not in cars sold.

HOW IT CONNECTS

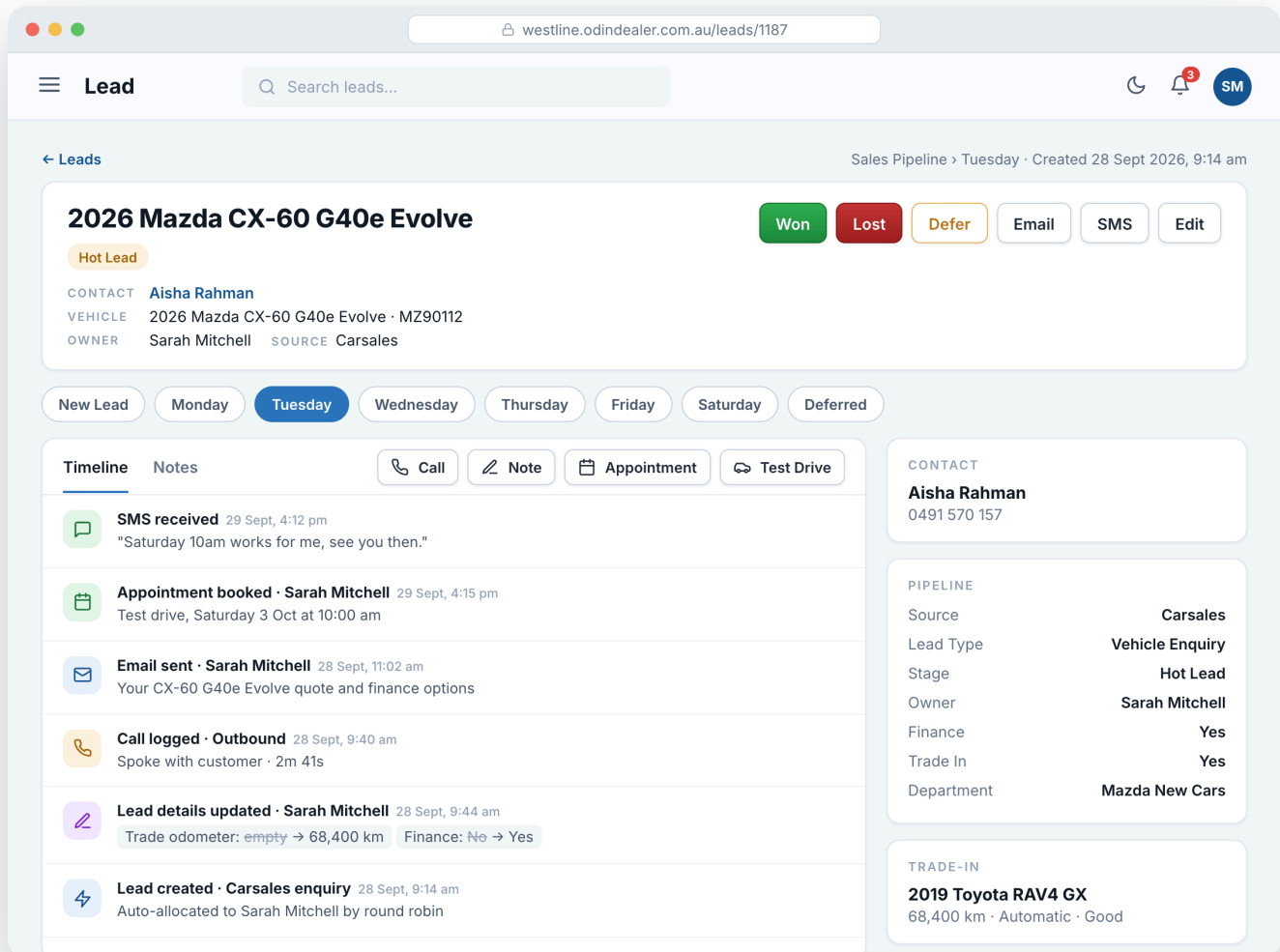
One system from the first click to the delivery.



Odin Dealer CRM sits in the middle. ConversAI, AI Call Tracking and your Dealer Website feed it. Our marketing fills the pipeline, and The Sales Reset makes sure your team converts what comes in.

The dealership CRM made for Australian retail.

Designed by automotive sales professionals and built in Perth. Every lead, test drive and deal in one place, with the follow-up built in.



Every lead source, one pipeline

Carsales, Drive, website forms, Facebook, Google, manufacturer leads and walk-ins. Phone enquiries load straight in with no data entry.

Plan the week on the board

Drag leads between days. Lead heat flags customers going cold.

Two-way SMS and synced email

Replies land on the right lead. Write with AI drafts the email for you.

Round-robin allocation

Every new lead gets an owner straight away, skipping anyone on leave.

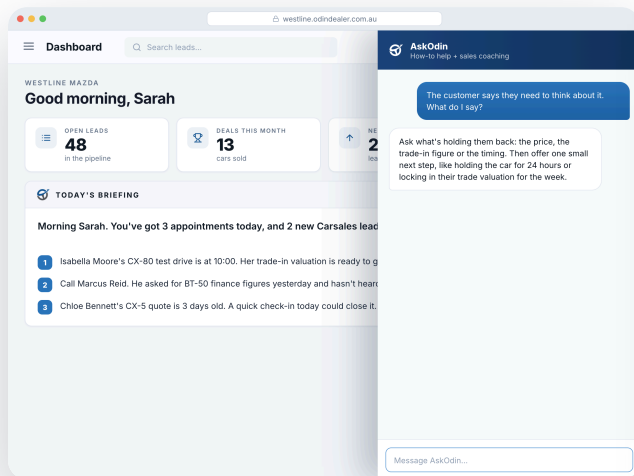
The whole story on one screen

Calls, notes, emails, SMS, test drives, trade-in and finance, with every change recorded.

Automations

Timed SMS and email follow-ups, sent from the salesperson's own mailbox, within business hours.

AI on every desk. **Income** in real time.



Odin AI

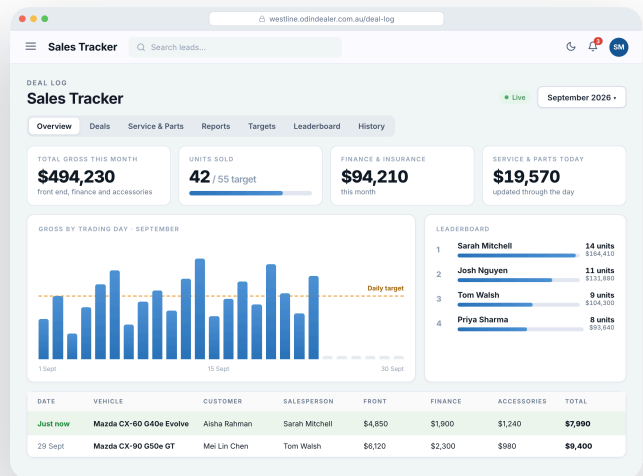
A morning briefing for every consultant on who to call first, and Ask Odin for sales coaching any time.

Test drives on the phone

Licence photo, details and signature captured on the spot. The agreement PDF is generated, and it lands on the right lead.

Stock from your DMS

New, used and demo stock. Whatever DMS you run, we'll connect it.



Sales Tracker

Every deal logged as it happens: front end, finance and accessories. Targets, leaderboards, service and parts.

Insights and reports

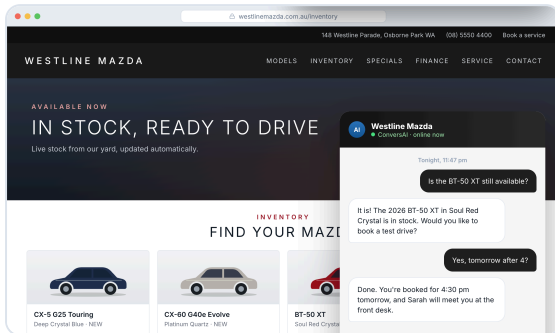
Lead sources, response times, win rates, lost reasons and website visits through to sold cars. Nine ready-made reports.

Built for the whole dealership

Departments, teams, roles and permissions, email campaigns, deliveries, imports and exports, web forms, API and Zapier.

- ✓ Australian data centres, encrypted customer data
- ✓ Setup typically completed within 7 days
- ✓ Google and Microsoft single sign-on
- ✓ Works on its own; our marketing isn't required

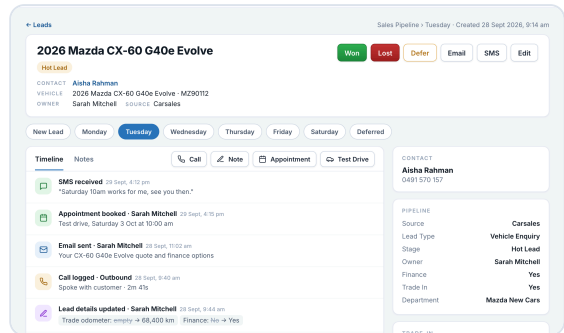
Every enquiry, answered and captured.



ConversAI

AI chat for your website, Facebook Messenger, Instagram and WhatsApp.

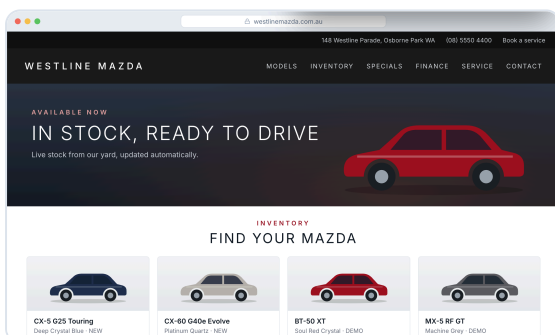
- ✓ Answers, qualifies and books test drives 24/7
- ✓ Your own qualifying questions, per dealership
- ✓ Works with any CRM; best with Odin



AI Call Tracking

Every new and used car sales call logged, summarised and coached.

- ✓ Works with your existing phone system
- ✓ Lead, details and summary straight into your CRM
- ✓ AI Phone Coach feedback and manager alerts



Dealer Websites

A website for each of your brands, running on Odin.

- ✓ Live stock: sold cars drop off by themselves
- ✓ Every enquiry routed to the right salesperson
- ✓ Visits tracked through to deals

westlinemazda.com.au

Online

SSL certificate

Active

Daily backup

Completed 2:00 am

DNS

Managed

Domain renewal

Auto-renew on

Domains & Hosting

Your domains and hosting, looked after from Perth.

- ✓ Domain registration, renewals and DNS
- ✓ Managed hosting with SSL, monitoring and daily backups
- ✓ Website security and recovery

COMING SOON

AI Voice Caller: answers questions about the cars in your stock and books appointments at your dealership.

DEALER MARKETING

Dealer marketing, **measured in sold cars.**

Because every enquiry lands in Odin, our reporting shows leads, appointments and deals by campaign, not just clicks. **Free marketing audit. No lock-in contracts.**

Google Ads

Search, Performance Max, and Vehicle Listing Ads built from your live stock feed.

Meta ads

Facebook and Instagram lead ads, dynamic inventory ads and click-to-Messenger with ConversAI.

SEO and Google Business Profile

Automotive SEO, model and stock pages, and local listings.

Landing pages and reporting

Offer and clearance pages, and plain-English reporting tied to sold cars.

SALES TRAINING

The Sales Reset. **Sell the visit, not the vehicle.**

A 4-week in-dealership performance program with Ben Sporn, using The B.S. Method. 5 hours on site each week, 20 hours in total. Real calls on your real leads.

Week 1 • The Phone Reset

The script, live objection handling, booking the appointment properly, no price negotiation on the phone.

Weeks 2 to 3 • Accountability

One-on-one with each consultant on their open leads. Backup available 24/7 throughout.

Week 4 • System Lock-In

Contact standards, tracking and reporting built into Odin or your existing CRM.

WHY DEALERSHIP MARKETING

Built by car people. Supported in Perth.

Every lead, one place

Carsales, website, Facebook, Google, manufacturer leads, chat, calls and walk-ins all land in Odin.

Answered in minutes, not Mondays

Round robin, automations, ConversAI and AI Call Tracking close the gap between enquiry and reply.

Built for Australian dealers

Designed by automotive sales professionals, built and supported in Perth.

Measured to the sale

Insights, the Sales Tracker and call tracking show what actually sells cars.

TRUSTED BY DEALERSHIPS SELLING

MAZDA SUBARU NISSAN HYUNDAI CHERY KIA FORD
GWM MITSUBISHI HONDA INEOS

LIVE IN ABOUT A WEEK

01

Demo at your dealership

02

Setup and data import

03

Training in person and on video

04

Go live, with support from Perth

Book your demo. We'll come to you.

1800 431 518

Mon to Fri, 9 am to 5 pm AWST

dealershipmarketing.com.au

sales@dealershipmarketing.com.au