



Introducing Dynatron Software

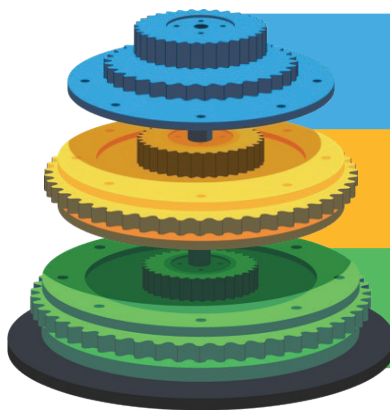
Who is Dynatron?

As the best kept secret for fixed operations, we find data-driven hidden opportunities and execute our proven process that historically has generated an average of **\$250k+ of additional revenue within the first year**. Directed by industry luminary Les Silver, Dynatron Software has over 27 years of experience as the nation's leading provider of fixed operations profitability solutions. As retail dealer advocates, Dynatron has a core belief that our solutions need to be **Smart, Easy, and Profit Driven**.



"Dynatron is like vAuto for your Fixed Operations."

Dale Pollak
vAuto Founder



MARKETSMART

Increase Traffic To Your Service Drive

SELLSMART

Sell More To Each Customer

PRICESMART

Optimize Your Pricing



What Do We Do?

Our foundational **PriceSmart** solution makes complex DMS data easily digestible, thus actionable for optimizing price, maximizing ELR, and improving profitability.

Dynatron's solutions are powered by our advanced analytics platform **ROI Suite** (Repair Order Insights) that identifies the hidden revenue opportunities. Our **expert coaches** leverage proven processes and best practices to turn business intelligence into measurable results.

All dealerships will benefit from the services we offer, from a single rooftop to a large automotive group.

How Do We Do It?

By using our proprietary advanced **ROI analytics platform**, in particular our **Virtual Performance Group (VPG)** and our **Mystery Shop Intelligence**, our **expert coaches** will work with you to identify the perfect repair and maintenance price for retention and profitability.

Another way CP ELR is continually optimized is through automated **compliance reporting**. This provides your management team a quick daily accountability process for coaching service advisors. It is imperative to maximize your CP ELR **prior to filing your warranty labor rate**, as it significantly improves your opportunity.

What Happens After You Say Yes?

1: IMPLEMENTATION LAUNCH MEETING

When: Next 10 days

Initial call to set expectations prior to launch.

2: EXECUTIVE REVIEW

When: Within next 30 days

Outline high level revenue opportunities with your Dealership Executive Management.

3: STARTSMART

When: Within 2 weeks of Executive Review

Phase 1 Coaching that includes 4 weekly and then 10 biweekly calls.

4: EXECUTIVE RECAP

When: Within 1 week of completing StartSmart

Review of Phase 1 Results with Executive Management.

5: 2 DAY EXECUTIVE WORKSHOP

When: Upon completion of StartSmart

Required Executive Workshop to transition to Phase 2 Coaching.

6: STAYSMART

When: Upon attendance in 2 day Executive Workshop

Phase 2/Phase 3 Ongoing Coaching to further impact Price Optimization.



Everything begins with PriceSmart to **maximize ELR!** Our clients then reinvest some of their newly acquired revenue into our other premium solutions to sell more (**SellSmart**) and increase traffic (**MarketSmart**).

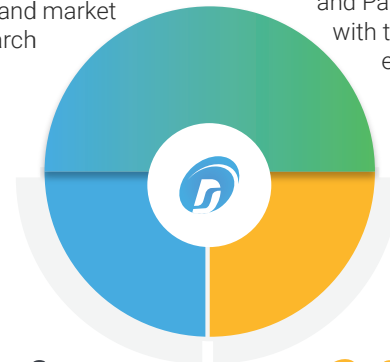
Accelerating service department revenue is easier than ever with Dynatron as a strategic partner. Learn more about us and what we do for our customers at dynatronsoftware.com.

PRICING OPTIMIZATION

Increases CP ELR through Data Driven "perfect pricing", compliance, and market research



Maximize Warranty Labor and Parts Submissions with technology and experience



INCREASE TRAFFIC

Data-Driven Marketing Solutions



SELL MORE

Continuous On-Site and Remote Service Advisor Training to Increase Hours and Dollars Per RO



Get your 3:1 ROI Guarantee

1. Point your phone's camera app at the code.
2. Tap the link on your screen.
3. Give us your contact info and we'll be in touch!



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