

DEALER PROCESS BUILDER

BUILD THE PROCESS. OWN THE STANDARD.

Your sales & service process — built by your team, elevated by your managers, and lived every day. Turn "we don't really have a documented process" into a living standard your team runs every day — in an afternoon.

THE PROBLEM

Most stores have **no documented process** — just a note, a habit, or whatever each rep does. New hires guess. Best practices live in one person's head and leave when they do. **You can't coach to a process that doesn't exist.**

HOW IT WORKS

- 1 Consultants contribute** their best-practice approach for every step.
- 2 Managers elevate** — see the whole team's input by step, build one standard.
- 3 AI drafts it** — raw input becomes a clean written standard in the store's voice.
- 4 Publish** — the team sees exactly what "great" looks like.
- 5 Make it visible** — branded poster and signed sign-off sheet for the showroom and service drive.
- 6 Elevate over time** — it sharpens with the team, never goes stale.

WHY IT WINS

- **It's their process, not a template** — built from their own team, in their own words.
- **Visible. Signed. Lived.** — a poster and signed sheet where the work happens, not a binder nobody opens.
- **It's the foundation** — you can't coach or measure a process that isn't written down.
- **It evolves** — a living standard, not a one-time binder.

FEATURES & BENEFITS

BUILT BY THE TEAM	Real buy-in — staff follow a process they helped write
ELEVATED STANDARD	One store standard, not 12 personal styles
AI DRAFTING	Blank page to polished standard in minutes
THEIR LANGUAGE	Set "guest / customer / client" once — used everywhere
DRAFT VS. PUBLISH	Refine privately, publish when ready
TEAM SEES STANDARD	Everyone knows the play — closes the loop
WALL POSTER	Makes the standard visible in the showroom and service drive
SIGN-OFF SHEET	Signed accountability to the standard
PRESENTER MODE	Walk the team through it in a meeting
SALES + SERVICE	Two tracks, each purpose-built
OWNER DASHBOARD	Onboard a rooftop in ~2 minutes

THE ECOSYSTEM

Build the process → Coach the manager → Display the results.

Dealer Process Builder is the foundation the 5-Minute Dealer Coach coaches to and FixedOpsPulse measures against. Sell it as step one — the on-ramp to the whole system.

TIERS

Base — full build loop, poster, sign-off, publish. **AI** — adds one-click drafting; flip per dealer instantly. AI runs on pennies — price on the value, not the cost.