

# NISSAN

## SMARTNURTURE



### SAVE TIME AND GET BETTER RESULTS WITH SMARTNURTURE

We do the leg work for you. By vetting leads and gathering essential information, our SmartNurture program allows you to prioritize true in-market shoppers.

Our Concierge Center is staffed by friendly, in-house specialists who handle a wide range of interactions from initial contacts to appointment reminders and customer follow up. We have proven that our service makes initial contact faster and results in higher close rates—at just \$4 per lead.

**ONLY \$4  
PER LEAD  
FOR 24/7  
MONITORING  
AND  
SUPPORT**



#### WE DO IT FASTER

SmartNurture contacts customers **5 times faster** than the average dealer.



#### WE DO IT BETTER

SmartNurture leads close **double the average** dealer rate.

### WHAT YOU GET WITH OUR SMARTNURTURE SERVICE



Saves you time by vetting leads for ready-to-buy customers and gathering additional insights to assist in closing deals



Personalization of communication channel based on customer preference (phone, email, text or chat)



Experienced agents with certified product and customer training



Flexibility to choose full-time or off-hours service



Real-time lead delivery with detailed customer notes



Coordinated customer responses with insight into dealer CRM to avoid confusion



Multi-touch outreach to customers to increase connection rate with up to four contact attempts (phone, text & email)



Confirmation email to customer and dealer 24 hours before appointment



Follow-up after appointment for dealership feedback from customer



Automatic credit for third-party leads that are not truly in-market customers

### READY TO ENROLL?

Email us at [JDPDealerSales@jdpa.com](mailto:JDPDealerSales@jdpa.com) or call (800) 361-1812.

**ENROLL NOW**