



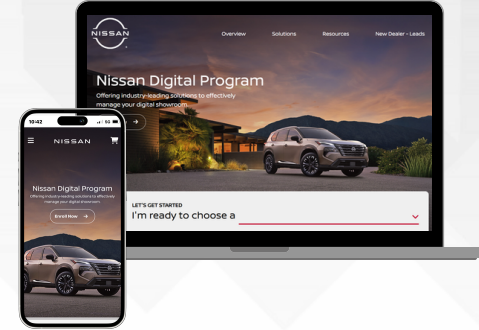
NISSAN DEALER DIGITAL PROGRAM

AI Lead Nurturing Program Benefits

Program Overview

Preferred AI Lead Nurturing partners are redefining the dealership experience with intelligent, user-friendly solutions that transform how teams manage and convert leads. By automating key touchpoints and optimizing workflows, these platforms empower dealers to respond faster, engage smarter, and close more efficiently.

Whether it's nurturing cold leads or accelerating hot prospects, the technology adapts to every stage of the customer journey, ensuring no opportunity slips through the cracks.



Enrollment Benefits

Exclusive Launch Offerings*

Gain access to limited-time promotional pricing from our preferred vendors.

Customer Sentiment Insights

Benefit from insights gathered from AI-based conversations with customers.

Turn-Key Enrollment & Billing

Simplify setup and billing with a streamlined onboarding process.

Performance Benchmarking

Stay competitive with performance insights and provider scorecards.



Nissan-Powered Knowledge Bank

Preferred agents come equipped with a dedicated Nissan knowledge bank.

Dedicated Virtual Dealer Support

Get expert help when you need it — from setup to optimization.

Integrated Nissan Brand Standards

Ensure your AI agent aligns with the latest brand identity and messaging.

*See provider for details, offers may vary and are subject to change.

Innovative Lead Nurturing Solutions

Our host of preferred AI Lead Nurturing Vendors offer intuitive solutions tailored to your dealership's needs.

Each Vendor delivers:

- Seamless CRM and DMS integrations
- Adaptive communication
- Intuitive escalations
- Automated follow-ups
- Smart scheduling

