



# Customers Won't Buy What They Don't See

SmartTrac® is a multimedia F&I product presentation system which incorporates audio, video and high-impact graphics. SmartTrac is customized by each dealership to feature only the products the dealership offers in the order they want to show them. With SmartTrac, dealers present every product to every customer every time.

## Customization

The SmartTrac presentation system is completely customizable. The dealer can customize the make and model of the vehicles shown, the gender of the virtual actor, and even the language of the multimedia presentation. A typical presentation effectively covers all the available F&I products a dealership offers in 5-6 minutes. To ensure the tool is utilized by all F&I staff, usage reports for individual F&I managers are available for supervising dealership personnel.

## Efficiency

SmartTrac uses highly effective system sell presentations to establish the need for the products offered at the dealership. By utilizing the SmartTrac dual monitor system, the F&I manager has time to prepare the menu and close using other software on the primary monitor while the customer is learning about the F&I products on the second screen.

## SmartTrac Module Library

The SmartTrac module library contains over 500 multimedia modules, each one presenting a different F&I product or service. Modules are available for virtually any F&I product. SmartTrac also allows the dealer to insert their own video, allowing for a truly customized customer experience.

## SmartTrac Benefits

- **Higher CSI scores.** Scores improve due to customers being given a choice of F&I products and having to spend less time in the F&I office.
- **Increased F&I profits.** Profits jump due to every customer being exposed to all product options.
- **Customized presentations.** Dealers have the power to tailor presentations to meet individual dealership needs.
- **Cost savings.** Utilizes existing computer hardware in most cases.
- **Multilingual support.** Allows dealers to present their F&I products clearly and concisely, regardless of potential language barriers.



*SmartTrac incorporates virtual actors and dealership specific graphics.*



For more information or for a free demonstration, call: 800.346.6469 or visit us online at: [www.iasdirect.com](http://www.iasdirect.com)