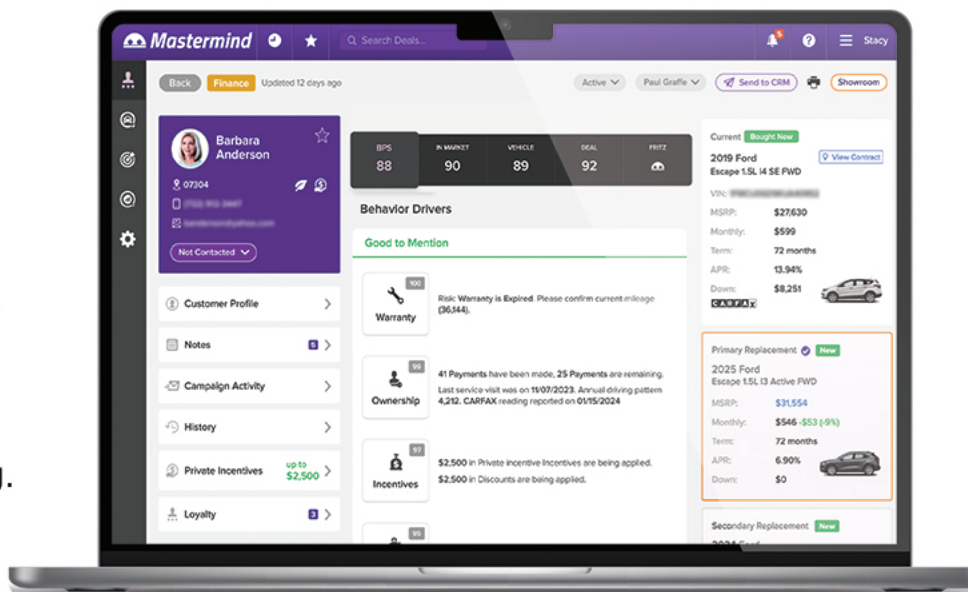


# Level Up with the Customer Deal Sheet

Mastermind's Deal Sheet gives you all the info you need to put your team a few clicks away from **the perfect pitch!**

## Drive Adoption with an Easy-to-Use Workflow

Mastermind consolidates all relevant customer information in an intuitive layout so your team can spend more time selling, and less time searching.



**WHO**

should I prioritize talking to?

**WHAT**

vehicle are they most likely to buy?


**HOW**

will they likely transact?

## View Comprehensive Behavior Prediction Scores

Unlock automotive's most powerful Actionable Intelligence™ that combines cleansed, enriched, and constantly refreshed data so you can engage with the right customers before they return to market.

# Level Up with the Customer Deal Sheet

BPS	IN MARKET	VEHICLE	DEAL	FRITZ
88	92	89	92	

Mastermind CoPilot Clear All

Call Script Email Content SMS Content




- Call Script: Select this option to create a script suitable for telephone conversations.
- Email Content: Choose this option to draft professional email content tailored to your sales needs.
- SMS Content: Use this option to compose concise and impactful SMS messages for your sales outreach.

## Easily Build Talk Tracks with Mastermind CoPilot™

Quickly craft the perfect pitch by viewing Behavior Drivers ranked by importance that help you personalize your talking points for each customer.

## Protect Your Loyalty Portfolio

Get ahead of any competitive pressure by analyzing which competitive vehicles your customer is predicted to be interested in buying and if they are a defection risk.

Competitive Consideration	
<b>2024 Cadillac</b> XT5 3.6L V6 Sport AWD 1SF MSRP: \$80,000	Defection Risk <b>100</b> 
<b>2025 Mazda</b> CX-5 2.5 S Preferred Package AWD MSRP: \$35,000	<b>89</b> 
<b>2023 Hyundai</b> Santa Fe Plug-In Hybrid 1.6L I4 Limited AWD MSRP: \$53,000	<b>92</b> 



**The Perfect Pitch is Just a Few Clicks Away!**  
 Reach out to your local Mastermind  
 contact to learn more!