

# Introduction to Connected Retail Series

What many are calling virtual retail, remote selling, or modern retail, we simply refer to as Connected Retail: packaging today's customer sales and service expectations and conveniently bringing them to the customer online, rather than have them come to the dealership. This training is designed to provide insight and analysis on the changing landscape and trends in technology and customer expectations, establishing a blueprint upon which to build profitable strategies in business development and appointment-based selling.

- ICR101 Connected Mindset** – Strike a balance between the right mindset and the proper use of modern tools. Get a new perspective on how using technology can enhance your customer's engagement experience.
  
- ICR102 Connected Preparation** – Build a roadmap to more appointments, sales, higher gross profit and better CSI. Learn simple strategies that will make you "retail ready" everyday. Understand all the tools and technology involved in both preparing a customer's in-store arrival and taking the experience to them.
  
- ICR103 Connected Strategies** – Now that you have developed the right mindset and preparation, put it into action. Learn to introduce Connected Retail core concepts through human connection, real-time virtual communication, and tying it all together to provide the customer's buying journey.