



PINNACLE DEALER SERVICES

Capabilities

OVERVIEW



PROCESS



PEOPLE



TECHNOLOGY



Built to improve dealership
engagement performance.

Built by experience.

Driven by results.

Focused on your success.

I came out of the Army as a US Ranger and took the first job that paid more than my service ever had — selling cars at a local dealership. I was good at it. I moved up fast. By the time I was running a store as General Manager, I'd fallen in love with every corner of the business.

When friends started asking me for input, I'd ask the same thing back: send me your numbers. They'd send financials — and financials matter — but financials are the scoreboard. The game is played in the activity. Calls made, leads worked, customers greeted, follow-ups completed. Everything important shows up there first.

The internet rewrote the rules once. Information that used to live behind a sales desk landed in every customer's pocket, and the industry had to learn — sometimes the hard way — that trust, transparency, and respect for a customer's time weren't soft skills anymore. They were table stakes. AI is rewriting them again. Customers are showing up with agents that shop for them, ask questions for them, weigh the necessity of repair orders, and negotiate pricing on their behalf.

My promise to every dealer we work with is simple: innovative processes, well-trained committed people, and AI-driven technology I'd want running in my own store — pointed straight at your continued success.



MATT LOWERY

— PRESIDENT OF OPERATIONS —

Matt Lowery is a U.S. Army Ranger and combat veteran who brings real-world operational discipline into dealership performance and culture.



Matt's rapid ascent to General Manager — delivering double-digit net growth along the way — launched a consulting career focused on helping dealerships build stronger leaders, tighter operations, and higher-performing teams.

STOP GUESSING. START PERFORMING.



SCHEDULE AN APPOINTMENT

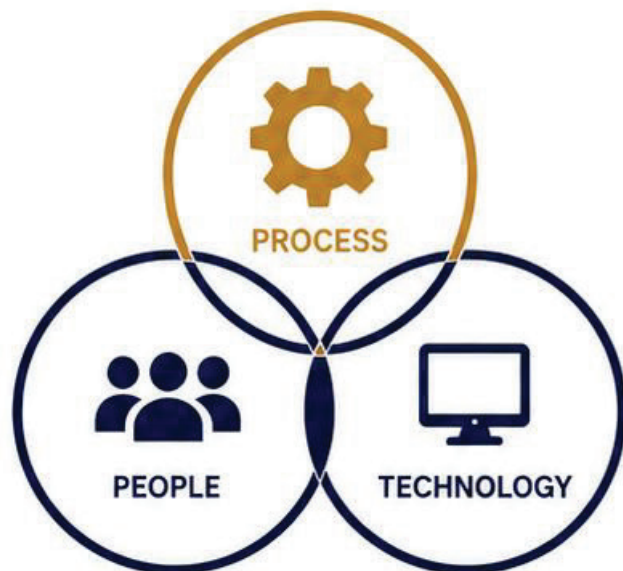


888-524-4563

Process

How Pinnacle turns operational drift into operating advantage.

Most dealerships don't lose deals because of the people on the floor or the tech in the rack — they lose them in the gap between the two. Process is how Pinnacle closes that gap, through a disciplined methodology refined across 26 years and thousands of dealership engagements.



What This Looks Like in Practice

A Pinnacle process engagement isn't a single product — it's a way of working. Depending on what your store needs, that might show up as a Modern Retail Improvement Assessment, a BDC operational rebuild, a sales-to-service handoff redesign, an OEM compliance alignment, or a full multi-rooftop transformation.

The depth, scope, and pace are built around your store.

Qualifications



26 years of dealership floor work across variable ops, fixed ops, BDC, F&I, and management.



Thousands of completed engagements spanning single-point stores and multi-rooftop groups.



Cross-OEM experience across domestic, import, and luxury franchise environments.



Operator-led consulting team — our people have run sales, F&I, service, and BDC departments before joining Pinnacle.



Built for modern retail — digital retail tools, AI, omnichannel engagement, and speed-to-lead are core to the methodology, not afterthought.

Tools and Techniques Employed



Gap Analysis — current-state vs. target-state mapping across each operational area.



ESS — engagement scoring across employee and customer touchpoints.



Mystery Shop Evaluations — anonymous, benchmarked observation of phone, email, chat, text, and in-store experiences.



Process Mapping — documented workflows for lead-to-sale, sales-to-service, and BDC handoffs.



Voice of the Customer / Voice of the Employee — structured qualitative input from both sides of the experience.



KPI Benchmarking — performance measured against current industry standards.



Root Cause Analysis — diagnostic frameworks that surface why a process is breaking, not just that it is.

People



**Unlock Potential.
Elevate Performance.**

We evaluate, develop, and empower your people to deliver exceptional experiences and drive results.

Your store doesn't rise above the people running it. Pinnacle's people work is how we make sure the team you have is the team your customers actually deserve.

What This Looks Like in Practice

- ✓ We DISC your employees to understand behavioral styles and unlock stronger communication, coaching, and team fit.
- ✓ We conduct ESS when the situation calls for it — surfacing what your people experience day-to-day.
- ✓ We coach on actual calls, internet lead responses, and mystery shops — real interactions, real feedback, real reps.
- ✓ We coach side-by-side in the dealership — on the floor, in the BDC, at the service drive.
- ✓ We train at offsite boot camps when the goal is full immersion, reset, and skill-building away from daily distractions.

Qualifications



Operator-led coaches — variable ops, fixed ops, BDC, and management experience before joining Pinnacle.



Certified DISC practitioners delivering assessments and debriefs that actually change behavior.



Decades of dealership floor time — coaches who can stand next to a salesperson, BDC agent, or service advisor and make them better the same day.

Tools and Techniques Employed



DISC Behavioral Assessments



Employee Satisfaction Surveys (ESS)



Live Call & Lead Coaching using real recordings and mystery shop evidence



Side-by-Side In-Dealership Coaching



Offsite Boot Camp Training



Mystery Shopping & Phone Assessments as the diagnostic backbone

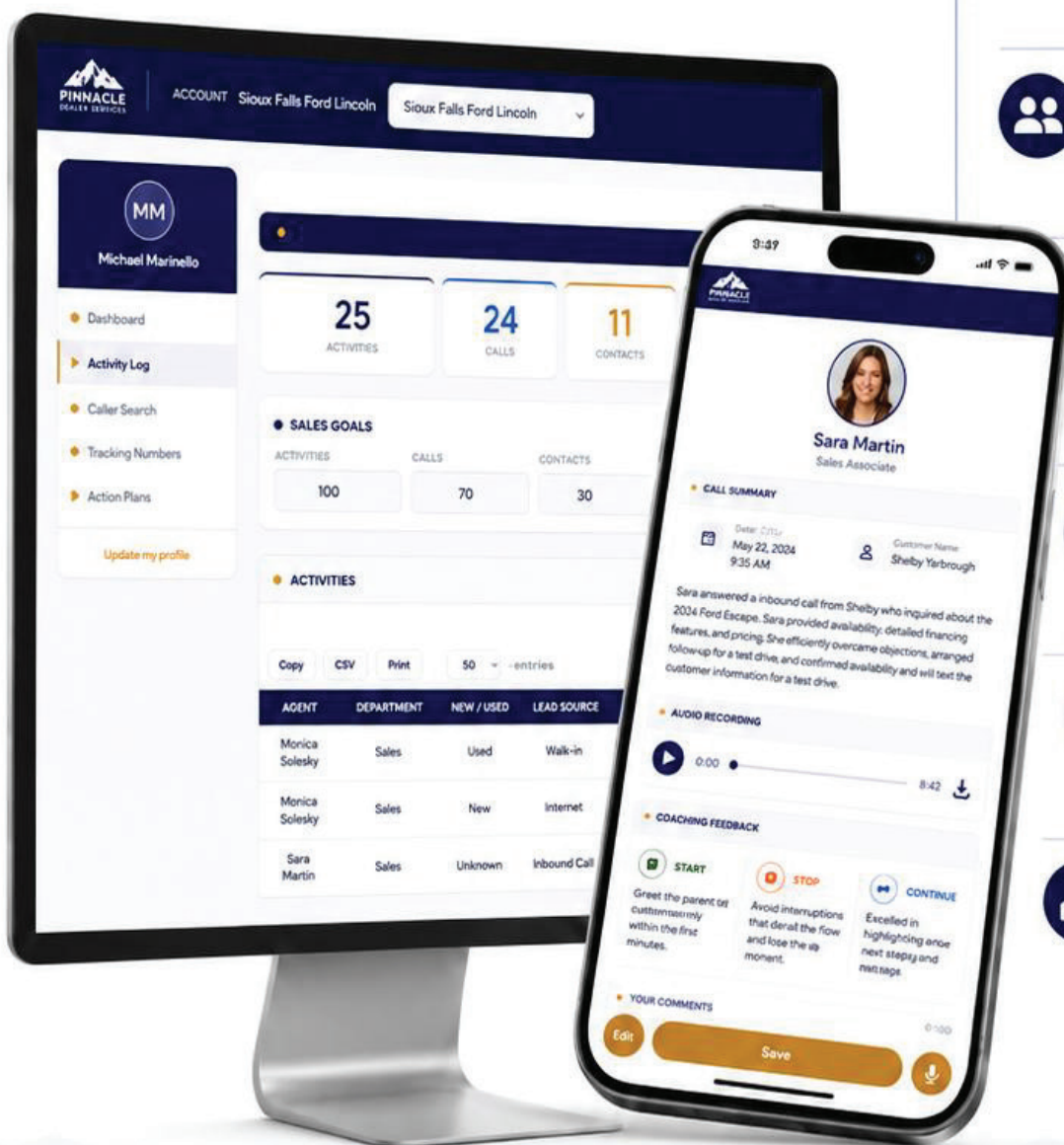
Technology



**Powerful technology.
Purpose-built for dealers.**

Why have a customized process to your dealership and customer experience if you cannot have technology to support it.

Pinnacle provides applications specific to each dealer's processes.



Qualifications



Dealer-first applications — built specifically for dealerships, by people who understand the store.



Secure and compliant — PII protected with industry-leading security standards.



Continuous innovation — features that evolve with the industry and your store's needs.

Tools and Techniques Employed



Monthly Action Plans and Goals
Set clear priorities and track progress so the team stays aligned and accountable.



Selection and Hiring DISC App
Use behavioral science to assess candidates, improve hires, and drive better team fit.

AI Customer Engagement Portal (PII Secure)

AI-powered engagement that personalizes the customer experience while keeping data secure.



Call Monitoring and Management
Real-time visibility into calls and interactions to drive quality and protect opportunities.



Call Coaching
Listen, score, and coach with actionable feedback that improves every conversation.



Activity and Goal Attainment App (100% Accurate)

Track every activity, measure results, and celebrate wins with absolute accuracy.



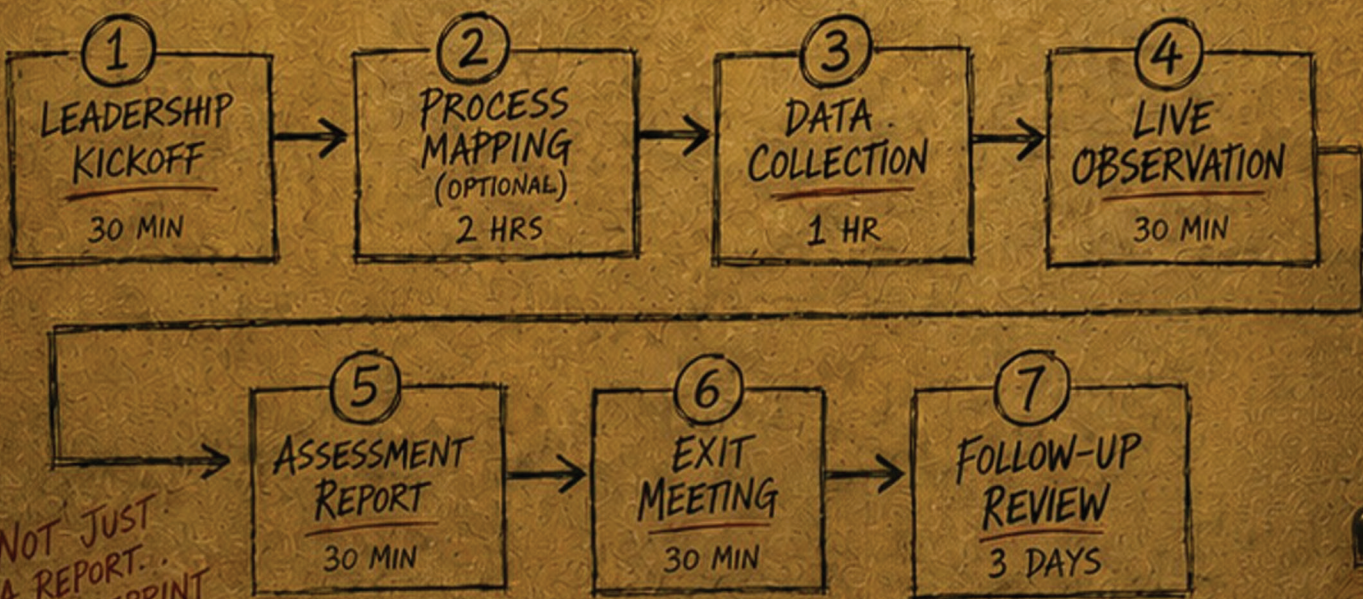
WE HAVE A M.

THE MODERN RETAIL IMPROVEMENT ASSESSMENT: TRANSFORM. ALIGN. PERFORM.

A hands-on, data-driven process that uncovers opportunities, aligns your team, and drives measurable results across every department.

WHY IT MATTERS:

- ✓ STRONGER PROCESSES
- ✓ BETTER CUSTOMER EXPERIENCES
- ✓ HIGHER CSI SCORES
- ✓ LOWER TURNOVER
- ✓ MORE PROFITABLE RESULTS



NOT JUST
A REPORT.
A BLUEPRINT
FOR GROWTH.

REAL INSIGHT.
REAL PEOPLE.
REAL RESULTS.



MOST DEALERSHIPS
DON'T LACK EFFORT—
THEY LACK ALIGNMENT.

BREAK DOWN SILOS.
IGNITE PERFORMANCE.
BUILD A LEGACY.



DIAGNOSE THE GAPS



ALIGN THE TEAM

ATT FOR THAT!



★
PEOPLE.
PROCESS.
PERFORMANCE.



PINNACLE

DEALER SERVICES

★
DEALERSHIP
EXCELLENCE
ISN'T LUCK.
IT'S A SYSTEM.

ALL
CONNECTED.

We help dealerships operate like
a SYNCHRONIZED TEAM —
not a collection of individuals.

ONE TEAM.
ONE GOAL.
UNLIMITED
POTENTIAL.

THE RESULT:

- ✓ FASTER TRANSACTIONS
- ✓ HIGHER CSI
- ✓ LOWER TURNOVER
- ✓ GREATER ENGAGEMENT
- ✓ STRONGER PROFITS



PERFORMANCE
OVER TIME

BUILT ON
EXPERIENCE
DRIVEN BY
RESULTS.



OPTIMIZE PERFORMANCE



DRIVE LASTING RESULTS





PINNACLE DEALER SERVICES



Pinnacle Dealer Services

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