



The Pinnacle Tech Stack

Real-time visibility. Built-in AI. Verified by real customers.

You can't fix what you **can't see.**

Most dealerships fly blind on what's happening at the lead level. Calls that don't connect. Reps doing the minimum because nobody's watching. Customers comparing you against the competition. Pinnacle's tech stack closes the gaps — with the same operating discipline our coaches bring onsite.

THE TECH STACK

See it. Manage it. Validate it.

SEE IT

Real-Time Call Visibility

Every inbound and outbound call tracked, recorded, and scored. Spot quality gaps before they cost you opportunities. Catch the calls your team is letting go cold.



MANAGE IT

PAM + AI

Real-time activity dashboard — rep by rep, day by day. Built-in AI helps your team engage and manage leads faster, with the right next action surfaced automatically.



VALIDATE IT

Engagement Intelligence

Real customer experiences scored end to end. Plus head-to-head competitive shops so you know where you win — and where your competitor is taking your deals.

WHY PINNACLE

Built by operators. Tuned by coaches.

This isn't generic dealer SaaS. Every tool in the stack was built around what Pinnacle coaches need to see during a live engagement. The data doesn't just sit in a dashboard — it feeds the next coaching conversation.

WHAT YOU GET



Live Call Recordings & Scoring

Every call captured and scored. Quality monitoring built in. Missed calls flagged in real time.



Rep-Level Activity Dashboard

Activities, calls, contacts, appointments — by rep, by day, against the goal you set.



AI Lead Engagement

The next-best action surfaced automatically. Built-in AI helps your team respond faster and follow up smarter.



Mystery + Competitive Shop Reports

Detailed scorecards on your store and side-by-side head-to-heads with your top competitors.

See your data in action.

30-minute demo. We'll pull live data from a dealership like yours and show you exactly what visibility, activity, and validation look like in practice.

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