



AI ROLEPLAY & COACHING | AUTOMOTIVE

# Simplify financing, build trust, and close with confidence



58%

Talk to Listen

## Transform sales performance from first contact through F&I

Automotive buyers arrive informed and ready to move. Deals stall when financing is unclear, protection products are positioned as add-ons, and reps default to discounting instead of communicating value. FunnelX enables automotive teams to rehearse the conversations that decide every deal, from first contact through financing, F&I, and delivery, using your products, programs, and sales process. The outcome: clearer communication, stronger margins, and reps who close on value instead of price.

## Why FunnelX

- 1 Sell value, not payments**  
1.Reps frame financing and protection products around buyer outcomes rather than monthly numbers.
- 2 Build confidence in F&I conversations**  
1.Finance and warranty teams explain loans, GAP, extended warranties, and service contracts in clear, buyer-ready language.
- 3 Reduce discounting through practice**  
1.Ongoing practice equips reps to handle trade-in gaps, competitive offers, and rate objections without sacrificing margin.

## HIGHLIGHTS



### Live AI roleplay

Reps reframe competitive price objections into conversations about value, financing terms, and total cost of ownership.



### Live AI coaching

In-the-moment guidance on trade-in discussions, F&I presentations, and protection product positioning during live conversations.



### Sales analytics

30/60/90 snapshots measure coaching impact and track rep improvement over time.



### Faster onboarding

New hires move from product training to the showroom floor with a structured environment to apply what they have learned.

# AI-powered training features built to communicate value and close with confidence

FunnelX equips automotive sales, finance, and warranty teams to communicate value, simplify financing, and earn buyer trust.

## Persona-based simulations

Scenarios modeled on retail buyers, price shoppers, fleet managers, and F&I customers, configured to your products and programs.

## Live coaching & feedback

Coaching prompts during simulations and live calls reinforce financing value, protection product delivery, and objection handling.

## Daily practice sessions

Short daily warm-ups maintain proficiency on financing explanations, protection product positioning, and trade-in objections.

## Sales-process-aware coaching

Reps apply your sales framework, qualifying questions, and F&I transitions until consultative selling is consistent.

## Recreate real automotive scenarios

Configure your vehicle lineup, financing programs, and warranty offerings to replicate the exact conversations occurring on the floor.

## Leaderboards & performance tracking

Rep rankings, performance reports, and team competition drive consistent practice and measurable improvement.

**Ready to give your automotive team the practice to close with confidence, not discounts?**

See how AI roleplay and coaching prepare your team to simplify financing, present protection products, and close on value.

Contact us at [sales@funnelx.ai](mailto:sales@funnelx.ai) to book a demo

