Everborn Productions

THE RECURRING WORK AUTOMATION REMOVES

What we take off your plate.

Dealership Sales

Every business has a set of tasks that repeat forever. None of them are hard. All of them have to happen. And every one competes with the work that actually earns money.

Foureyes' 8-million-opportunity study says close rate is 12.4% in days 1 to 3 and collapses to 2.3% in days 4 to 7, not because the buyers vanished but because the follow-up did. The store already pays about $640 in advertising per new unit to generate the lead, then answers it in 18 to 40 minutes and stops working it on day four. Lead submission peaks 7 to 10pm, when the BDC has gone home.

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BY INDUSTRY · DEALERSHIP SALES

The Variable Ops Engine

The first 60 seconds, the nights, and days 4 through 30

RECURRING TASK	HOW OFTEN	AUTOMATE?	WHAT CHANGES
Speed-to-lead on every internet lead	Per lead, all day	Full	First touch in under 60 seconds instead of the 18-to-40-minute average, before the next three dealer replies land.
Round-robin assignment with a claim window	Per lead	Full	The lead reassigns itself when the rep doesn't claim it, so nothing sits on a rep's day off.
Missed-call text-back on the sales line	Per call	Full	Abandoned calls get a text within seconds instead of becoming a competitor's phone up.
Working yesterday's unsold log	Daily	Partial	The list builds itself with a scripted first touch; the rep only works the ones that talk back.
Be-back follow-up on a written but unsold guest	Daily, days 1-30	Partial	The cadence runs 30 days with the desk's payment language stripped out; the closer steps in on a live reply.
Appointment confirmation and show-rate protection	Daily	Full	Confirm, reminder and day-of touches replace the manual morning confirm calls.
Equity mining against the sold base	Weekly	Partial	In-equity names surface as tasks; a human still desks it.
Lease maturity board (90/60/30)	Monthly	Partial	Every maturing lease enters a dated sequence so nothing matures unworked.
Service-to-sales off the service drive	Daily	Partial	Service visits trigger a sales-side touch and a walk-to-the-desk task.
Orphan-owner re-activation on the DMS list	Quarterly	Full	The dormant list gets a campaign on a calendar instead of when the GM remembers to buy a mail drop.
Lead-source tagging and cost per sale	Weekly	Full	Every lead carries its source to delivery, so the third-party spend conversation stops being anecdotal.
Post-delivery review request and CSI pre-touch	Per deal	Full	Review asks go out at the right hour after delivery every time.
After-hours lead coverage (7-10pm, Saturday morning)	Daily	Partial	The heaviest submission window stops going unanswered until morning; AI answers, books and hands off.
Daily recap to the GM and weekly funnel report	Daily / weekly	Full	The numbers arrive without the BDC manager building a deck.

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Continued

RECURRING TASK	HOW OFTEN	AUTOMATE?	WHAT CHANGES
Total price in first replies and listings (California)	Per message / daily	Full	The first written reply that names a vehicle carries its total price from the inventory feed or waits for a person; listings without a total price and ads for sold units are flagged; every written message is kept 2 years.
Used-car 3-day cancellations (California, $50,000 or less)	Per deal	Partial	The deadline, the 400-mile limit, the restocking fee and a 48-hour refund timer are worked out and tracked; any denial or damage claim stays with the manager and counsel.
Owner-routed onboarding	Per new client	Full	Every new client gets the welcome from their own rep: the rep's name, the rep's email and the rep's own sign-up link, so the file lands in that rep's queue. One message per client, never duplicates. For you: per salesperson. (Growth and up.)
Commission ledger	Monthly	Full	Commissions calculated from money actually collected, not signed deals, using your own plan rules (splits, first-half / second-half payouts, clawbacks, lead-type rates), with a monthly statement per rep and a 'needs attention' list. For you: pay plans and spiffs from DMS deal data. (Full Engine.)
Typical reclaim	**10-14 hours a week** — mostly the morning confirm calls, the unsold log and the report build		

THE SEAT THIS DISPLACES

One BDC agent is roughly $60,000 to $70,000 a year fully loaded

Reported median total comp is $45,000 to $50,000; add 25 to 30% for taxes, benefits and PTO, plus the seat and the license (DealSpeak AI ranges; the loaded figure is our arithmetic). A five-seat BDC with a manager runs an estimated $375,000 to $450,000 and still does not cover 7 to 10pm or Sunday. Full Engine is $20,364 a year after the build.

WHATEVER THE INDUSTRY

The work that stops being yours.

Not features. Tasks — the ones currently done by you, done badly by someone else, or not done at all.

Every new lead

- Answered within seconds by text and email, day or night
- Assigned to the right person automatically
- Every missed call texted back
- The quiet ones chased on a schedule that doesn't annoy them
- The appointment booked without a phone-tag loop

Your existing list

- Old leads re-activated after being written off
- Anyone who re-engages detected and routed to a human
- A long-term nurture running in the background
- Unsubscribes and bounces handled automatically
- The list kept clean and deliverable

Clients in progress

- Onboarding sequence and document collection
- Status updates so nobody has to ask
- Invoices and payment links
- Review requests at the right moment
- Referral asks after a win

Partners and referral sources

- Tagged links so every referral is credited automatically
- Printable materials for their counter or desk
- Monthly statements sent without you touching them
- Recruitment outreach to bring on more partners

YOU, ON MONDAY MORNING

One email with the numbers that matter: what came in and from where, what closed, what stalled, how the campaigns did, which partners sent business, and what got built or fixed that week. Plus a dashboard you can open on your phone. Written for an owner, not a technician.