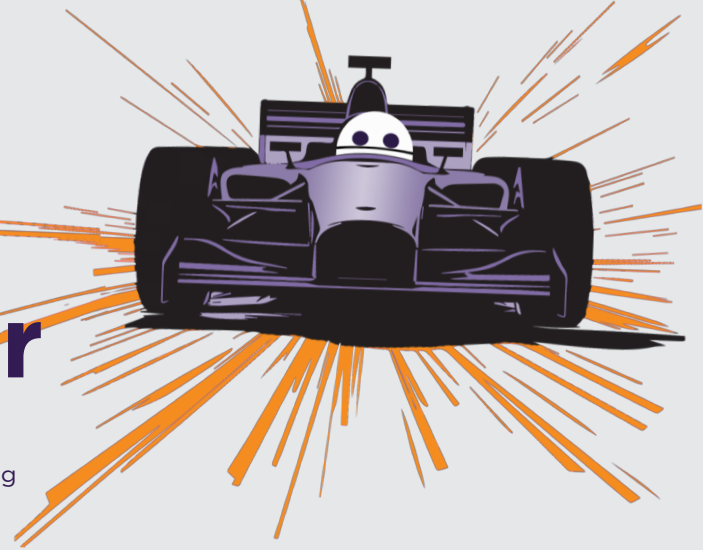


# Meet Fritz: Your Team's AI Partner



Fritz lets you turn Mastermind's industry-leading data into personalized messages that build trust and drive engagement. Whether you're starting a conversation, responding to a question, or overcoming objections, Fritz helps you focus on the right data points and generate messages that keep the conversation open, and the deal moving forward.

## Ask Fritz, answer your customer.



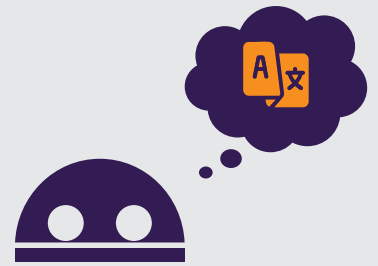
### How can I personalize my outreach?

Customize your 1x1 outreach with a simple prompt to adjust the tone & length, include specific brand talking points, or change the format, so your message is customer-ready in seconds.



### Which talking points should I focus on?

Find the standout Mastermind data points that you need to highlight for each customer, like re-engaging someone who stopped responding, how to talk about this month's incentives, or how to plan for a customer's upcoming service visit.



### Can you translate this message?

Translate your outreach and customer responses into over 100 languages, so you're always on the same page as your buyers.

**Reach out to your local Mastermind to get started with Marketing Lab.**

800.801.0018 | [info@automotivemastermind.com](mailto:info@automotivemastermind.com)



**LEARN MORE**

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