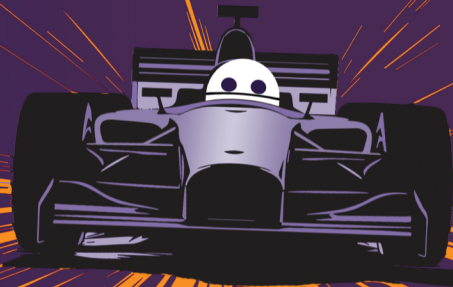



# OUTSMART YOUR COMPETITION

WITH FRITZ 



**THIS ROBOT BRINGS YOU THE MOST POWERFUL CUSTOMER INSIGHTS,  
ALL IN ONE PLACE.**

Fritz is Mastermind's insights engine, combining data, marketing, and technology to help dealers drive faster decisions.

When you partner with Fritz, you're adding a **one-robot support team**  that transforms real-time market trends, vehicle & deal information, and customer insights into Actionable Intelligence for your sales team.

## WITH MASTERMIND'S ACTIONABLE INTELLIGENCE FRITZ CAN BE YOUR:

<p><b>DATA SCIENTIST</b></p> 	<p><b>AUTHOR</b></p> 	<p><b>TRANSLATOR</b></p> 
<p>Uncover hidden sales opportunities. Start engaging customers <i>before</i> they return to market.</p>	<p>Customize outreach to adjust tone, choose message type, or refine the length.</p>	<p>Translate messages into over 100 languages. Communicate clearly with every customer.</p>
		
<p><b>SALES STRATEGIST</b></p> 	<p><b>COMPETITIVE ANALYST</b></p> 	<p><b>MARKETING MANAGER</b></p> 
<p>Ask Fritz what data points to focus on in your pitch or how to respond to customer objections.</p>	<p>Stay ahead of potential defection risks. See what competitive deals your customers may be browsing.</p>	<p>Automatically message your market with Predictive Marketing, personalized by household.</p>

Reach out to your local Mastermind to see how  
Fritz drives faster decisions that win more business.