



Mastermind & DriveCentric Integration

automotiveMastermind's DriveCentric integration combines Mastermind's predictive analytics with DriveCentric's CRM data to provide a **complete view** of each customer across both platforms. And with this information in one place in both systems, your sales team will be equipped to have impactful customer conversations.

Choose Your Ideal Workflow

This bi-directional integration syncs key customer information so your sales teams will have all the information they need in both DriveCentric's customer cards and Mastermind's deal sheet, such as:

- **Combined records** that include BPS, Behavior Drivers, and deal information
- **Customer activity**, like deal status, notes, and tasks
- **Past engagement**, such as customer contact history, including phone calls, emails, and texts

Find all the information you need in the Mastermind deal sheet and DriveCentric customer card.

Reach out to your local Mastermind to find out how your team can spend more time selling and less time switching browser tabs.

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