

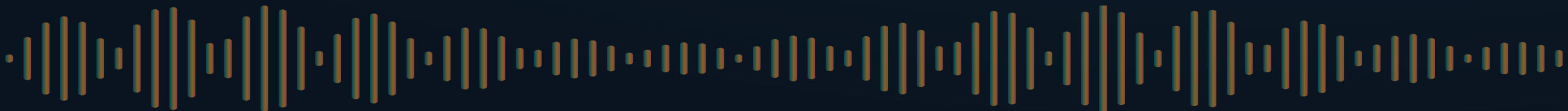


Coach smarter, not harder.

AI-powered advisor training — every call is game film.



Dealer Meeting · June 2026



— THE MONEY ALREADY IN YOUR PHONE

Your phone rings with work you never see again.



~350

missed-opportunity calls per location, per year — quotes, declines, and hang-ups that needed a callback

6%

of those opportunities ever get a follow-up call today

38–59%

booking-rate spread across AAMCO locations — same brand, same playbook, wildly different results

The gap between your best location and your average one isn't the market. It's what happens on the phone.

— WHY THIS IS NOBODY'S FAULT

You can't coach what you can't hear.

COACHING TODAY

- Your shop takes 1,000+ calls a month. You hear a handful.
- Coaching runs on the one bad call you happened to overhear.
- Feedback is a gut feel: *"be better on the phone."*
- New hires learn by sink-or-swim.

• WITH GAME FILM

- Every call transcribed and graded, automatically — every one, not a sample.
- Coaching points name the exact behavior on the exact call.
- Feedback is specific: *"you quoted before building the job's value."*
- New hires train on real calls from your own counter.

Great coaches don't yell louder. They watch the film.

— THE CALLBACK LIST

The **\$2,400 job** you lost at 4:45 on a Friday.

● **REVENUE AT RISK** FRI 4:46 PM · 60s after call

CALLER

Existing customer · 2019 Silverado · transmission rebuild quote

WHAT HAPPENED

Quoted **\$2,400**, customer said “let me think about it” — no appointment offered, no callback scheduled

RECOMMENDED ACTION

Call back today. Lead with the diagnosis, not the price.




Olelo flags the blown call **while the customer is still deciding** — and tells you exactly who to call back and why.

56.8%

of flagged customers come back when someone follows up
vs 5.9% when nobody calls — a 9.6× difference

— HOW IT WORKS

Every call becomes **game film** in 60 seconds.



OEQ Score™, 0–100
one number on every call — how well the conversation was handled, tied to booked work

Pinpoints the costly mistakes
the exact moves that win or lose a job — like quoting the price before the value of the repair

— YOU'LL SEE IT ON THE REAL SCREENS

Two motions, straight from the platform.

MOTION 1 · THE SOFT DECLINE

"Let me think about it." Watch Olelo read the hesitation, pull this customer's history, and queue the right follow-up — automatically.

PLATFORM SCREEN

MOTION 2 · THE ADVISOR CALL-BACK

A revenue-at-risk alert fires. The advisor sees what the job is worth and what to say — context from every prior call, on one screen.

PLATFORM SCREEN

Not a highlight reel — the same screens your manager works in every day.

— DOES IT ACTUALLY MOVE BOOKINGS?

We measured shops that use it against shops that don't.

+6.9pts

higher booking rate at engaged locations.
Statistically significant, not cherry-picked.

WITHOUT ALERTS



WITH OLELO



- Validated with a control group — locations that got alerts vs locations that didn't.
- Measured across **318 location-months** of AAMCO data.
- Every recovered job traced to a **real invoice** — not estimated, matched.

Most vendors show you their best shop. We show you the whole network, measured honestly.

— WHAT IT DOES FOR YOUR ADVISOR

One advisor. Sixty days.

50% → **81%**
booking rate, day one booking rate, day sixty



- Coached on their own calls — specific moments, not vague criticism.
- More bookings means **bigger paychecks**. Advisors who improve, earn.
- The score also **protects good advisors** — it proves who handled the call right when a customer complains.
- This is a coaching tool in your hands. **You're still the head coach.**

One advisor's trajectory — not a promise. But it shows what film review does that gut feel can't.

What's on, the day you turn it on.

Every call, transcribed & graded.

Read any call in 30 seconds instead of listening to ten minutes of audio.

Revenue Recapture alerts.

Unconfirmed appointments, soft declines, unauthorized work — each with the dollars at risk and the call audio one tap away.

Benchmarks against the network.

See how your team's close rates stack up against other AAMCO shops.

Owner performance reports.

Weekly view of every advisor's strengths and gaps — review it in 15 minutes.

Outbound built in.

Follow-ups and confirmations go out without tying up your counter.

Appointment confirmations by text.

Fewer no-shows — and nobody on your team has to remember to send them.

"It captures a full transcript of every call instantly, letting me review conversations anytime without having to listen to the entire call."

Nick Deem — AAMCO Indianapolis, IN (2 locations)

One screen tells you who needs you this week — and what it's costing.

ADVISOR	REVENUE IMPACT	OEQ SCORE™	CALLS	RECOMMENDED ACTION
Dave R.	+\$2,300/mo	82	134	Track progress
Marcus T.	-\$420/mo	71	89	Track progress
Jenny K.	-\$1,850/mo	63	112	Coach immediately focus areas identified

Ranked by revenue impact, not gut feel. Coral means coach now — and it already knows why.

Fifteen minutes — prepped for you before you walk over.

It opens with wins.

"Marcus turned around two price-shock calls this month — share that first."

One or two plays, not twenty.

This week: *Assuming the Close*. Recently-coached plays rotate out — never the same lecture twice.

Evidence from their own calls.

Tuesday, 2:14p — customer said "sounds good," no appointment offered. The moment is queued, ready to play.

A goal you'll both see again.

Assumptive close: 58% → goal 75%. Next session opens with **HIT** or **MISS** — no arguments.

A 33-play coaching playbook behind it: *Assuming the Close* · *Building Your Repair Case* · *Price-Shock Recovery* · *Pivoting from Price to Value* — each picked from your advisor's actual calls, with the dollars at stake on every one.

— THE GUARANTEE

You don't pay until Olelo has paid you back 10x.

Olelo subscription **\$395/mo**

You're billed only after **\$3,950 (10x)**

we attribute

Average shop **\$10,900**/mo · 27x

generates

- If it doesn't earn 10x its cost, you don't get a bill. That's the whole pricing conversation.
- Even bottom-quartile shops (~\$51K/yr) clear the bar; top quartile runs ~\$208K/yr.
- Every dollar traced to an invoice you wrote — work Olelo helped you bring in, measured after the fact.

Redo this math with your own car count — we'll run your shop's numbers with you today.

— DON'T TAKE OUR WORD FOR IT



Ask the dealers already on it.

"It's no longer about assumptions — it's about data-backed feedback and accountability. Our new hire is ramping up faster than ever."
Brett Miller — AAMCO Missouri (2 locations)

"We have never had a tool to measure to this depth how we're performing."
Mo Ahumada's group — VA/NC/SC (10 locations, ~\$1.5M/yr recovered across the group)

368,000+

AAMCO network calls analyzed since the Feb 2025 launch

110,000+

calls matched to real invoices — the attribution is closed-loop, not claimed

ALSO LIVE BEYOND AAMCO

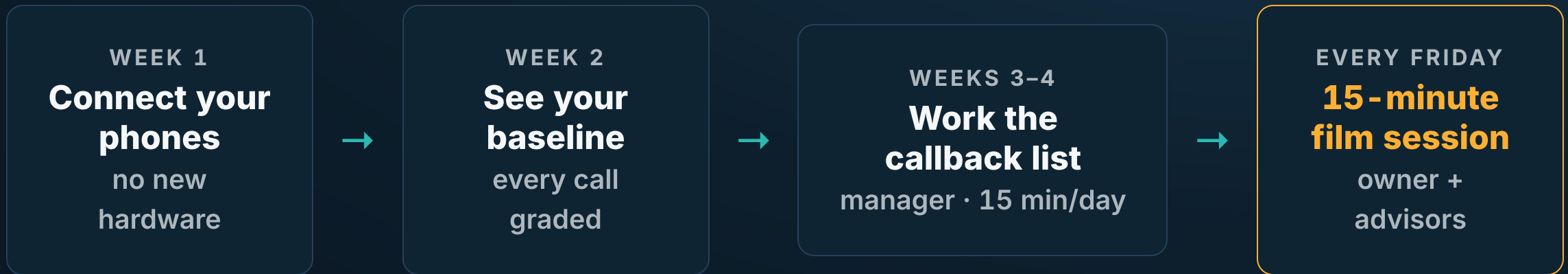
Mister
transmission®



Velocity
AUTO CARE, LLC

— MONDAY MORNING

Your first 30 days.



That's the whole ask: your phones, your manager's callback routine, and fifteen minutes of film on Fridays.

The film does the coaching. You stay the coach.

Olelo is a sales performance company — every interaction tracked, first ring to paid invoice.

Talk to us today

Start on the 10× guarantee — you don't pay until it pays.

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