### Capital One: Helpful Business Partner

**(Live Action)**

**Got Your Back**

**{Open facing our dealer from an over-the-shoulder customer view}**

**{As they start to converse, our helpful Capital One representative leans out from behind the dealer to point out things Capital One can do for them/currently has in market/ways to speed up the process**

* **Example of view -** [**https://tenor.com/view/interview-jobinterview-tuxedo-stepbrothers-willferrell-gif-5077017**](https://tenor.com/view/interview-jobinterview-tuxedo-stepbrothers-willferrell-gif-5077017)**}**

**{Dealer starts the conversation}** Welcome to our dealership. I’m John. What can I help you with today?

**{Capital One Guy (CODY) leans out from behind the Dealer}** This is Cathy. She has a near-prime credit rating, needs space for two children, and is trading in a 2008 crossover SUV – looks to be worth about five grand. She also drives pretty far for her job every day.

**{Cathy}** I listen to a lot of audiobooks.

**{CODY}** So she probably needs a higher mileage warranty and a Bluetooth-capable vehicle.

**{Dealer whispering back}** How do you know all that already?

**{CODY pulls out his iPad to show Dealer her stips/intake forms}** Oh, she already started this whole process online. Plus, we pre-qualified her through Auto Navigator and everything. That saves you like an hour, so I thought we’d grab lunch. There’s this new Thai place…

**{Dealer whispering back}** I thought we were getting Italian? Wait, can we talk about this later? Kind of in the middle of something. So you’re telling me I’ve got a highly-motivated, pre-qualified customer just walking into my dealership?

**{CODY}** That’s what I’ve been trying to tell you: Auto Navigator generates over 150,000 loans annually, making it the 6th biggest subprime lender. And that’s just one of the ways we bring your dealership new leads.

Remember that Pre-Approval event we hosted for your dealership last month? With our pre-approval process, you average like 39 leads per event. And our new tools help ensure they’re the best leads to help you get new business. Not bad, huh?

**{Dealer whispering back}** That’s…that’s pretty impressive. So what are you doing next?

**{CODY}** Lunch. We just talked about this.

**{Dealer turns completely toward CODY}** No, I mean what’s Capital One doing next for my business? Any big ideas to get me more customers who are qualified and ready to buy? My business runs on leads and some days it seems like the well is running pretty dry.

**{CODY looks around conspiratorially}** Look, big things are in the works. We’re talking sliced bread here. We’re building solutions to pair our targeting with your messaging. That means expanding your reach while still getting guaranteed leads. We’re also developing partnerships with leading car websites to provide financing online. You’ll know which leads are qualified from the get-go, giving you contact info, customer needs, and back end expectations. By knowing more about your customer, you can get the perfect deal done in less time and with fewer recalculations.

**{CODY getting louder, building up to almost yelling}** Look at it this way: we anticipated you’d need some information from Cathy, so we already had her POI submitted through Secure Upload, saving you time and making sure your customer is good to move forward. We’re talking digital submissions and real-time status to stay on top of every deal and move it faster. We’re talking dynamic checklists to make sure nothing gets lost along the way. John, we’re talking confirmed funding in under 2 hours!

**{CODY realizes he’s standing up, looks embarrassed, and sits back down}**

**{Dealer looking stunned}** Wow…you weren’t kidding. I can’t wait to try it all out. Alright, let me finish up here and we’ll get, what was it, a new Thai place?

**{CODY}** Yeah, I’ll Thai any place once.

**{Dealer}** Oy...

**{CODY}** Hope they have good pot stickers.

**{Dealer}** That’s Chinese.

**{CODY}** Teriyaki beef?

**{Cathy}** Pretty sure that’sJapanese…

**{Dealer}** Look, you stick to delivering amazing results. I’ll have the restaurant deliver an amazing lunch, sound good?

**{CODY}** Sure thing. Oh, and by the way, F&I just reviewed all the documents. Cathy’s ready to close this deal now. Nice work.

**{Cathy}** Thanks for making this so easy. My husband said I’d be here all day.

**{Dealer stands up}** Guess it was time for a change. **{He shakes Cathy’s hand, end scene}**