Dealer AI buyer’s guide

Evaluate the workflow, evidence and responsibilities before choosing an AI service for your dealership.

Use this discussion guide during a real demonstration. Record observed behavior and unanswered questions. It is a review rubric, not a vendor ranking or a promise of performance.

- [ ] **01 / Start with one real job**

  Bring a representative information problem and material you are authorized to share. Define what a useful outcome would look like before the demo starts.

- [ ] **02 / Inspect machine context**

  Does the workflow ask for identity and missing details? Can it distinguish reported symptoms, observations, suggestions and reviewed findings?

- [ ] **03 / Check the reference**

  Can you identify the source, revision and relevant machine range? Test an unavailable source and an intentionally mismatched reference.

- [ ] **04 / Check uncertainty**

  Does the tool clearly say what it cannot establish? Can a technician correct it? A fluent answer is not evidence that a diagnosis is right.

- [ ] **05 / Verify each connection**

  Which exact system and action are ready? Ask to see the permitted read, draft or write action and a failure case. An upstream feature does not establish a completed deployment.

- [ ] **06 / Find the approval boundary**

  Who can approve an order, record update, message or appointment? What happens after a timeout or uncertain delivery? Test duplicate prevention and recovery.

Dealer AI buyer’s guide / continued

- [ ] **07 / Review data handling**

  Confirm allowed sources, users, processors, model settings, retention, deletion, exports and credential responsibilities. Ask for written answers relevant to your deployment.

- [ ] **08 / Review lead definitions**

  Ask what counts as a qualified inquiry, how permission is recorded, how duplicates and territories work, and what the receiving dealer still owns.

- [ ] **09 / Calculate conservative value**

  Use contribution and realistically usable time, include all seats and fees, and avoid counting the same work as both recovered capacity and new-lead contribution.

- [ ] **10 / Confirm commercial scope**

  Record setup, support, review calls, usage, connectors, taxes, billing, cancellation, refunds, seat changes, ownership and exit/export arrangements.

- [ ] **11 / Set a review date**

  Agree the baseline, a small set of observable measures, the person who reviews them and the action if the workflow is not useful. Do not substitute anecdotes for measured results.

Your working notes

Workflow / representative job:

Observed evidence / unresolved questions:

Connection / permissions / approval owner:

Cost assumptions / non-overlap check:

Decision owner / next review date:

Primary references / consulted September 27, 2026

NIST · Generative AI Profile

FTC · Advertising substantiation