The 30/90-Day AI Roadmap for Your Store

Committed beats sophisticated. Each step is small enough to actually happen.

First 30 days — you, personally

- Get a paid ChatGPT or Claude account and run the Part 2, Week 1 exercises on real work. Non-negotiable: this is where conviction comes from, and your team will not take AI seriously until you visibly use it.
- Run the Part 4 baseline audit — 8 questions, two engines, one spreadsheet, 45 minutes. Screenshot the results. That's your before picture and your motivation.
- Copy the Part 6 policy, fill in the brackets, get your attorney's thirty minutes, and roll it out at a managers' meeting. You are now ahead of the vast majority of dealerships in the country on AI governance.
- Ask each department head one question: "What's the most repetitive thing your team types or says every week?" That list is your pilot menu.

Days 30–90 — the store

- Deputize two managers with paid AI seats (Part 2, Week 4). Their kept-uses become store standard practice.
- Pick **one** pilot from the "Delivering" rows in Part 3 — after-hours service calls and internet lead response have the fastest, most measurable payback. One pilot, one department, one number to move. Write the baseline down before the tool goes live.
- Run the Part 5 gauntlet on the vendor. Get the pilot terms and the five contract clauses.
- Send your website provider the two Part 4 questions (AI crawler access, structured data). Their answer — or their confusion — tells you a lot about them.
- Ask your sales managers how many customers this month showed up with AI-prepared numbers, and run the "practice against it" exercise from Part 3 at one sales meeting. Twenty minutes, and your desk stops being surprised.
- Ask every vendor that calls or texts customers for you to put their consent and opt-out handling in writing (Part 6). File the answers.
- Reconvene at day 90: did the number move? Kill it or scale it, in writing, and then pick pilot two. Rerun the visibility audit while you're at it — month three versus month one is your first trend line.

What good looks like at day 90

You use AI daily and can tell a real tool from a sticker. Two managers run their departments with it. One pilot has a verdict backed by your own before/after numbers. Your staff has signed a policy. You know exactly who AI engines cite in your market and whether it's you. Total spend: a few hundred dollars in subscriptions plus one pilot. That's a fast-track — and it compounds from there.