

Turn Leads Into Sales

Dealership-wide Solutions

U.S. and Canada

Let no leads go unnoticed, whether they come from the Internet, showroom, or by telephone. Lead Management makes it easy for your staff to capture more leads, set more appointments, and sell more cars – in less time and with less effort.

Capture Every Lead

Drive efficiency and accountability throughout the lead follow-up process, while avoiding the lost profits associated with unsold prospects. Developed from Contact Management, Lead Management provides a built-in process that helps you capture leads, manage unsold prospect activities, schedule lead follow-up, and track results.

Effective Follow-up

Available as an integrated solution with ERA® or in a stand-alone version usable with any dealership management system, Lead Management helps ensure that leads are receiving timely and professional follow-up.

The screenshot displays the 'Customer' interface with a search results table for prospects. The table includes columns for Client, Type, Sales Person, Received, Vehicle, Status, Source, and Business Unit. Below the table, there are options to 'Get Lead Now' and 'Alert Me'.

Client	Type	Sales Person	Received	Vehicle	Status	Source	Business Unit
Sundell, Dru	Email	JD Taylor, Preston	1/10/2007 8:43 PM	2006 ALDI R56	Hot	Reynolds Web Solutions	Open Road Motors
Brooks, Stuart	Email	JD Arnold, Paul	1/10/2007 5:38 AM	2005 CHEVROLET TRUCK AVALANCHE	New	Reynolds Web Solutions	Open Road Motors
Brooks, Stuart	Email	JD Arnold, Paul	1/10/2007 5:38 AM	2005 CHEVROLET TRUCK AVALANCHE	New	Reynolds Web Solutions	Open Road Motors
Vaughan, Bill	Email	JD Arnold, Paul	1/9/2007 4:13 PM	2006 SATURN ION	New	Reynolds Web Solutions	Open Road Motors
Vaughan, Bill	Email	JD Arnold, Paul	1/9/2007 4:13 PM	2006 SATURN ION	New	Reynolds Web Solutions	Open Road Motors
Williams, Mike	Email	JD Arnold, Paul	1/8/2007 10:54 AM	2007 BMW 330CI	New	Reynolds Web Solutions	Open Road Motors
Williams, Mike	Email	JD Arnold, Paul	1/8/2007 10:54 AM	2007 BMW 330CI	New	Reynolds Web Solutions	Open Road Motors
Laska, Thomas	Email	JD Beechmont, IDC	1/8/2007 8:52 AM	2005 CHEVROLET TRUCK AVALANCHE	New	Reynolds Web Solutions	Open Road Motors
OSWALD, David	Email	JD Arnold, Paul	1/7/2007 5:38 PM	2005 CHEVROLET TRUCK AVALANCHE	Disputed Lead	Reynolds Web Solutions	Open Road Motors

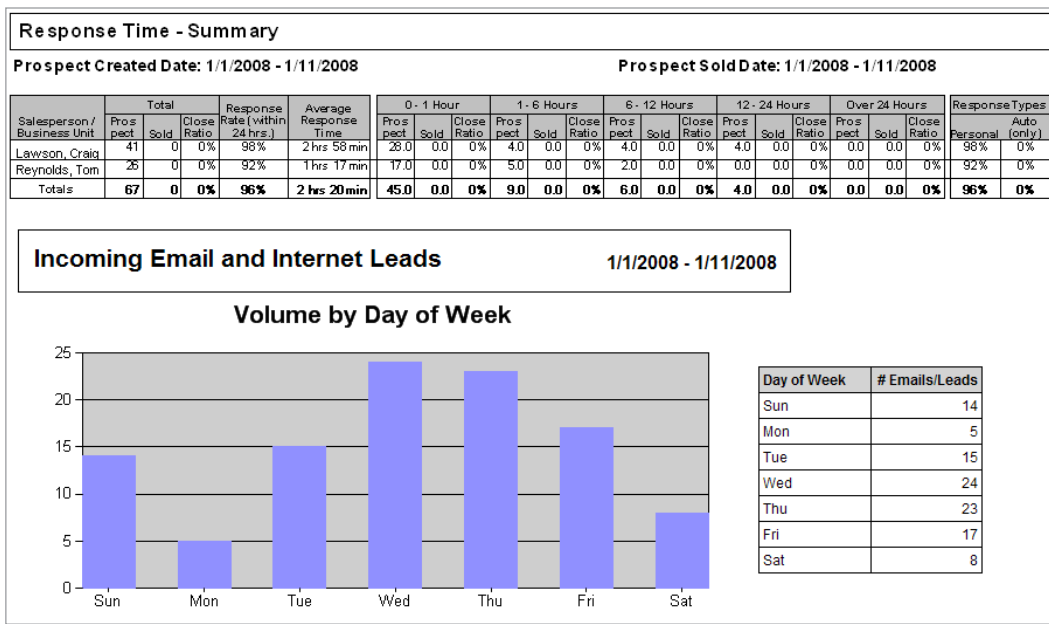
Easily manage Internet leads and e-mail correspondence.

Lead Management

Lead Management gives you the practical tools to handle every kind of prospect:

- Notify the responsible person at the right time with automatic alerts that indicate incoming Internet leads and upcoming appointments or activities.
- Provide simple access to a prospect's full history and notes with a single record for each client in the database.
- Easily input data, find relevant information, or initiate a task with just a click or two.

Let Lead Management give you a distinct advantage over your competition by guiding your staff through consistent, quality follow-up processes that will help increase your sales.



Monitor important business metrics to help you make better business decisions.

For more information on Lead Management, please contact your Reynolds Account Manager, call 800.767.7879 (U.S.) or 1.877.792.7677 (Canada), or e-mail marketing@reyrey.com.

