

# Turn Leads Into Sales

U.S.

Dealership-wide Solutions

## Ask Yourself...

- ? Am I losing sales by not following up consistently with unsold prospects?
- ? How do I know I am accurately tracking key lead statistics and sales trends such as close ratio and prospect follow up?
- ? Am I wasting time with duplicate data entry?
- ? How do I keep my sales team accountable without the ability to verify every lead for every member of the team?

**Lead Management users experience an average increase of 10% in close ratios with Internet leads alone.<sup>1</sup>**

## Expect Results

- Drive efficiency and accountability throughout the lead follow-up process, while avoiding the lost profits associated with unsold prospects.
- Improve close ratio with real-time lead response and automatic unsold prospect follow up.
- Manage showroom, phone, and Internet leads with scheduled follow-up and actionable reports.
- Drive traffic and improve response time with automatic alerts that notify the right salesperson of incoming leads and upcoming appointments and activities.

<sup>1</sup> Reynolds Study, 2009.

<sup>2</sup> Inside Sales Multimedia Response Study, 2010.

**Are your leads  
contacted on time?**



Leads contacted within 5 minutes are 8 times more likely to qualify than those contacted within 30 minutes. <sup>2</sup>

## About Lead Management

Let no leads go unnoticed, whether they come from the Internet, showroom, or telephone by easily capturing more leads, setting more appointments, and selling more cars – in less time and with less effort.

**Daily Work Plan 10/28/2004**

Business Unit: All

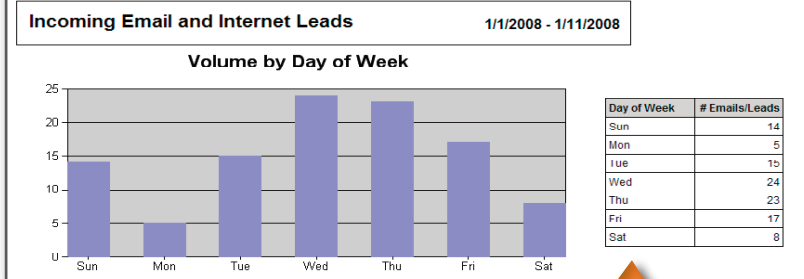
Activities: Total: 6 Open: 6

Activity	Action	Client	Type	Time	For
Phone Call	Call	ERANKENFIELD, TOM	Prospect	1:42 PM	Manager, LeadManagement
Phone Call	Call	GAYLE, JOSH	Prospect	2:30 PM	Manager, LeadManagement
Phone Call	Call	SMITH, TED	Prospect	4:00 PM	Manager, LeadManagement
Outbound Email	Send	Mccarty, Liam	Prospect	2:36 PM	Manager, LeadManagement
Outbound Email	Send	THOMPSON, FRANK	Prospect	11:00 AM	Manager, LeadManagement
Outbound Email	Send	Blackburn, Benjamin	Prospect	1:40 PM	Manager, LeadManagement

**Response Time - Summary**

Prospect Created Date: 1/1/2008 - 1/11/2008      Prospect Sold Date: 1/1/2008 - 1/11/2008

Salesperson/ Business Unit	Total		Response Rate (within 24 hrs.)	Average Response Time	0 - 1 Hour		1 - 6 Hours		6 - 12 Hours		12 - 24 Hours		Over 24 Hours		Response T	
	Prospect	Sold			Prospect	Sold	Prospect	Sold	Prospect	Sold	Prospect	Sold	Prospect	Sold		Personal (of
Lawson, Lisa	41	0	0%	2 hrs 58 min	26.0	0.0	0%	4.0	0.0	0%	4.0	0.0	0%	0.0	0%	98%
Reynolds, Tom	26	0	0%	1 hr 17 min	17.0	0.0	0%	5.0	0.0	0%	2.0	0.0	0%	0.0	0%	32%
<b>Total</b>	<b>67</b>	<b>0</b>	<b>0%</b>	<b>2 hrs 20 min</b>	<b>45.0</b>	<b>0.0</b>	<b>0%</b>	<b>9.0</b>	<b>0.0</b>	<b>0%</b>	<b>6.0</b>	<b>0.0</b>	<b>0%</b>	<b>4.0</b>	<b>0.0</b>	<b>96%</b>



Monitor key business statistics to help you make better business decisions.

“Because of the history we can now access with Lead Management, we are able to save deals that in the past would have been left as closed prospects.”

**Jim Ellis, Vice President**  
Jim Ellis Auto Group  
Atlanta, GA

## Highlights

- Eliminate duplicate data entry with a tool that's built to connect to any DMS.
- Ensure every lead receives timely and professional follow-up.
- Easily input data, find relevant information, or initiate a task with just a click.
- Manage your staff's activities with on-demand results tracking.

Lead Management delivers a distinct advantage over your competition by guiding your staff through consistent, quality follow-up processes that will help increase your dealership's bottom line.



MAKING BUSINESS BETTER.