



Turn Leads Into Sales

Dealership-wide Solutions

U.S. and Canada

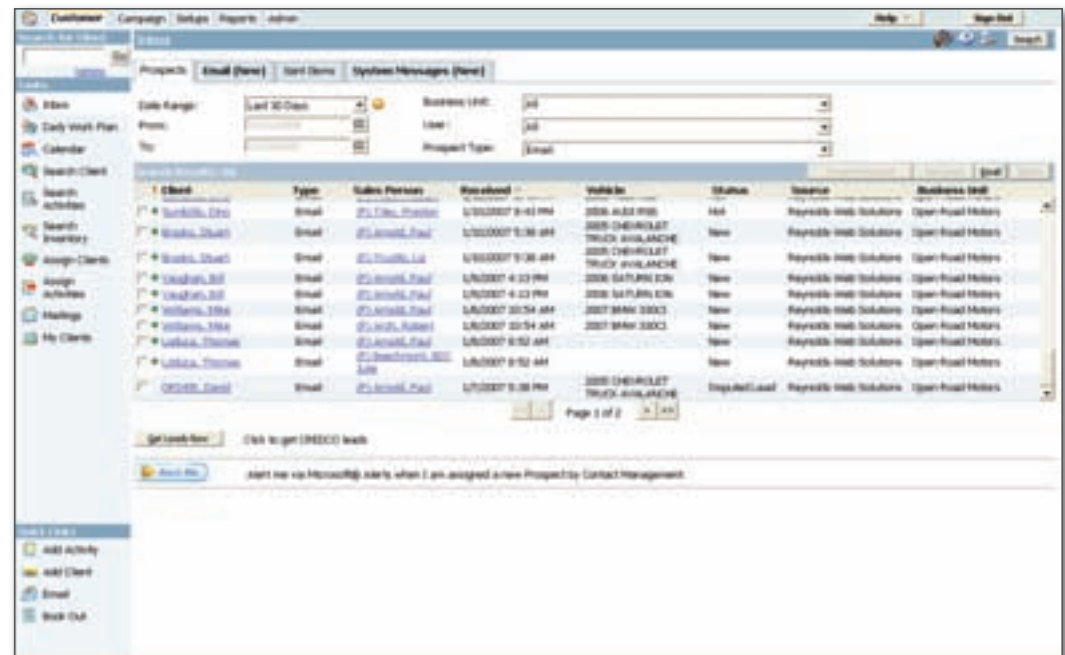
Let no leads go unnoticed, whether they come from the Internet, showroom, or by telephone. Lead Management makes it easy for your staff to capture more leads, set more appointments, and sell more cars—in less time and with less effort.

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 (DMS), Lead Management helps ensure that leads are receiving timely and professional follow-up.



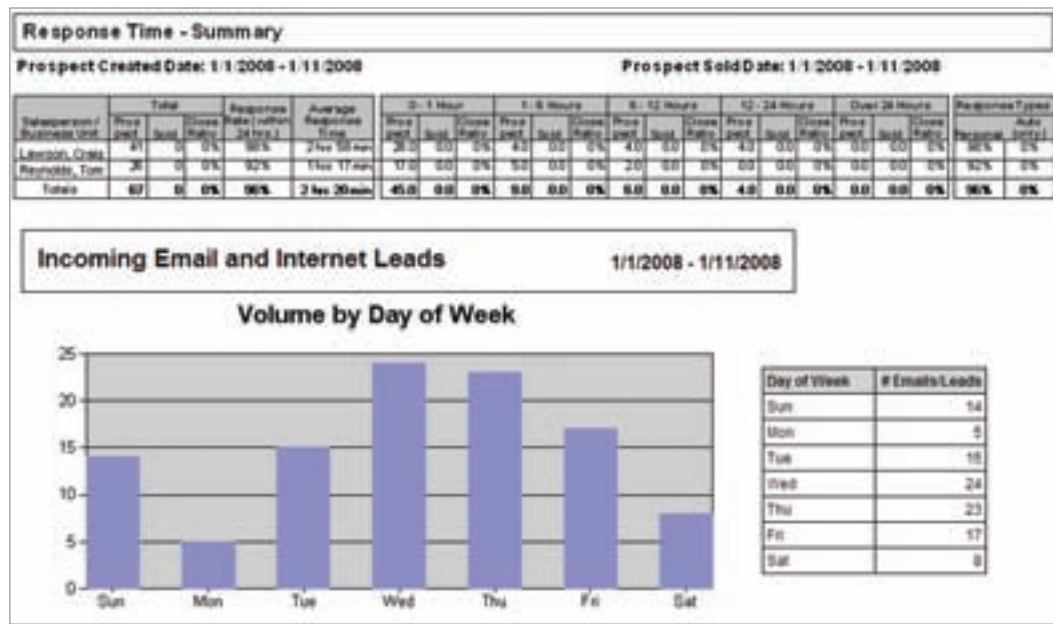
Easily manage Internet leads and e-mail correspondence.

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 or call 1.800.767.7879 (U.S.) or 1.877.792.7677 (CN).



Be the Boss. Demand Reynolds.