

Leads That Work For You

POWER

U.S.

Sales and F&I Solutions

Ask Yourself...

- ? What can I do to prevent leads from slipping through the cracks?
- ? How much time am I wasting manually entering leads into my system?
- ? Are my lead-generating services really worth what I'm paying?
- ? Am I losing leads because they're going to overbooked or busy salespeople?
- ? How can I prevent lead data from being viewed by unauthorized personnel?

You dramatically lower your chances of capturing a lead if you don't respond quickly.¹

Expect Results

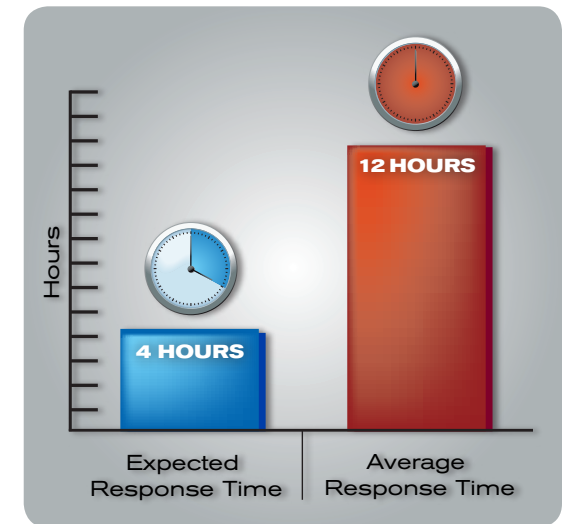
- Reduce lost leads by automatically capturing them in your system.
- Save time by eliminating manual data entry.
- Reduce needless costs by measuring the value of your lead-generating services.
- Distribute leads instantly, automatically, and fairly to your sales force.
- Protect your customer information by making it only available to certain employees.

¹ SKKU/MIT Remote Sales Research Study, 2009

² JD Power, Internet Mystery Shop Results, 2008

³ Capgemini Cars Online Study, 2008

Lead Response: Speed Counts



According to JD Power, the average response time on Internet leads is over 12 hours.² But 51% of customers expect a response within four hours.³ What are you doing to meet your customers' expectations and capture more leads?

About Internet Lead Upload

Maximize sales opportunities and better manage your budget with a lead-processing solution that receives e-mail leads from Internet lead generators and adds them to your POWER system.

The image shows two overlapping screenshots. The top-left screenshot is from a car website (CARLOCAL.com) displaying a 2010 Ford Mustang with a price of \$34,849. The bottom-right screenshot is from the POWER CRM system, showing a customer record for 'WEST, DAN' with contact information and a calendar view. A red callout box with a white border points to the CRM interface, containing the text: 'Leads are loaded right into your system from third-party providers.' A blue arrow labeled 'LEADS' points from the car website towards the CRM system.

Follow Up Every Time



According to a McGraw-Hill study, salespeople never follow up with 48% of their prospects. What are you doing to ensure your sales team goes after every prospect?

Highlights

- Automatically creates prospect records in POWER.
- Tracks leads sent from lead-generating services, so you can determine which services are the most beneficial.
- Automatically assigns Internet leads to salespeople.
- Distributes leads evenly or to specific salespeople to prevent lost leads.

Effectively managing and distributing leads is a vital task for any dealership. Make the process effortless, respond more efficiently, and convert more leads with Internet Lead Upload for POWER.

