



## Control Within Reach

CRM Solutions

U.S.

# Lead Management Consulting

Increase revenue and customer satisfaction by letting Reynolds consultants help you work more leads, set more appointments, and sell more cars.

### Lead to Success

Get the most out of your lead generation marketing and sell more inventory by better managing your leads. Designed to help you increase revenue and grow profits, Lead Management Consulting will train your staff to effectively manage leads from initial contact to successful sale, so your business succeeds – with less effort, time, and stress.

*“Our response times have improved and we have decreased the average response time to well under 1½ hours per customer. This has resulted in closing more sales and more satisfied customers.”*

**Vance McCutcheon, General Manager**  
Taylor Infiniti  
Augusta, GA

### Reynolds Consulting for Lead Management can help you develop:



#### A Professional Phone Process

- Boost customer satisfaction and loyalty.
- Increase sales appointments and closing opportunities.
- Collect valuable customer data.



#### A Comprehensive Internet Process

- Improve lead follow-up response time.
- Turn more leads into dealership appointments.
- Increase customer satisfaction with better communication.



#### A Detailed Sales Appointment Process

- Improve your appointment show rate.
- Encourage more “no-show” customers to return.
- Increase the time you have to prepare for showroom visits.

Lead Management Consulting

**Increase Revenue, Grow Profits**

More leads equal more sales opportunities. How often is your sales staff mishandling and throwing away those opportunities? Our expert consultants can show you how to:

- Capture and convert more leads from the Web and e-mail into successful sales.
- Effectively transition from the Web, and e-mail to the phone, to the showroom.
- Improve customer satisfaction and capitalize on opportunities with solid customer follow-up processes.
- Evaluate customer response rates to drive targeted marketing offers.

**The Right Tools**

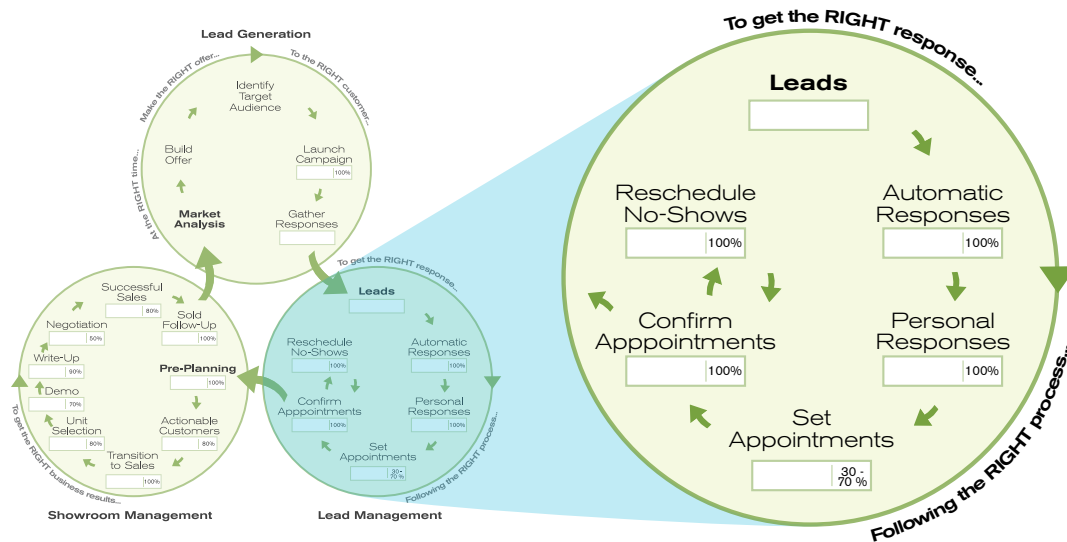
A good customer relationship management (CRM) tool should help streamline business operations and make your sales and marketing processes more efficient. These tools are often underutilized. Our consultants show you how to fully use your tools and implement best practices to better manage your business, make more money, and get the best possible results.

- Improve customer relationships with consistent and professional customer interaction.
- Boost customer satisfaction with standardized pricing, payment strategies, and processes.

- Accelerate shop-to-buy cycle time and increase per-unit profitability.
- Measure success and evaluate effectiveness with powerful and practical metrics.

**Consulting Makes a Difference**

Gain a fresh perspective on common challenges and improve your dealership with help from Reynolds Consulting Services. Bringing an average 25 years of combined automotive retailing and Reynolds experience to your business, our professional consultants have the knowledge, desire, and tools necessary to help you succeed.



**For more information about Lead Management Consulting, please contact Reynolds Consulting Services at 866.850.8194 (option 2) or e-mail consulting@reyrey.com.**

