

Turn Leads into Sales

POWER^{U.S.}

Dealership-wide Solutions

Ask Yourself...

- ? Are you wasting valuable dollars on third-party vendors and still missing the complete package?
- ? Are you unable to consistently follow up with customers and 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?

Leads contacted within 5 minutes are 8 times more likely to qualify than those contacted within 30 minutes.¹

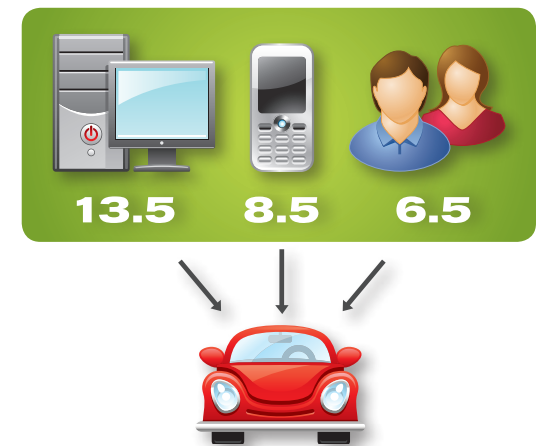
Expect Results

- Maximize profitability, revenue, and customer satisfaction across all departments of your dealership.
- Streamline your customer relationship management with a completely integrated system.
- 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.

¹ Inside Sales Multimedia Response Study

² Ward's Dealer Business

Effective customer management equals greater profit opportunities.



Every Lead Is Key

Dealers report on average that it takes 13.5 e-mail leads, 8.5 phone leads, and 6.5 customer walk-ins to generate one car sale.²

About Contact Management

Accomplish your customer relationship management goals with a single, comprehensive solution that fully integrates with POWER and drives efficiency into your sales process.

Track progress at any time with on-demand reports.

Ensure all employees are following the dealership's established contact schedules with the Daily Work Plan.

Manage your sales team and customers with the easy-to-use desk log.

Prospect Source	Prospect Count	Duplicate Leads	Deal Count	Total Front	Total Back	Total
Reynolds Motors (Store#1)						
AAA Auto Buying	1	0	1	\$2,044.51	\$0.00	\$2,044.51
Autody/Tel	2	0	0	\$0.00	\$0.00	\$0.00
Banner	11	0	1	\$3,877.61	\$154.58	\$4,032.19
Consumer Quick Quote Lead	1	0	0	\$0.00	\$0.00	\$0.00
CyberLead Int	20	0	0	\$0.00	\$0.00	\$0.00
Chang By	20	0	2	\$3,718.48	\$2,883.10	\$6,601.58
New 2 Coupe Signp	2	0	0	\$0.00	\$0.00	\$0.00
Physica Center	0	0	0	\$0.00	\$0.00	\$0.00
Radio Advertisement	1	0	0	\$0.00	\$0.00	\$0.00
Referrals	2	0	0	(\$128.50)	\$0.00	(\$128.50)
Reynolds Web Solutions	1	0	0	\$0.00	\$0.00	\$0.00
Search Customer	2	0	1	\$1,345.52	\$734.77	\$2,080.29
Web	1	0	1	\$2,324.50	\$1,535.12	\$3,859.62

“We can trend and track every opportunity that comes to us, whether it's via the front door, the telephone, or the Internet. We know we have an excellent CRM tool in Contact Management.”

Andrew Wright, Vice President and General Manager
Lehigh Valley Acura
Emmaus, PA

Highlights

- Easily gather information and track walk-in, Internet, and phone leads.
- Seamlessly connect multiple customer contact points and manage key data more effectively using a web based CRM tool.
- Eliminate duplicate data entry with a tool that's built to connect to any DMS.
- Ensure every lead receives timely and professional follow-up.

Contact Management eliminates the need to work with multiple, non-integrated solutions. Transform your business with a full suite of CRM tools in one complete, integrated package.

Contact Management is a certified lead management tool for over 25 OEM's including GM and Ford dealers.



MAKING BUSINESS BETTER.

Contact Management