



If you build it, they will come – but they'll expect you to be there when they arrive!

Let's say you build a magnificent website. You also create a superb online strategy with multiple online lead outlets. This provides a high volume of quality leads but what happens then? The pay off depends on how well you handle those leads. To convert your online investment into sales, you need to be able to manage internet enquiries in such a way that you constantly convert those leads into customers.

Sales Highway captures and manages all leads from multiple online sources including all internet providers and your own website. It assembles these leads into one location and then distributes them automatically according to your preferences. It also tracks and reports on their progress.

The performance of your business is displayed in real time through a clearly set out control panel so you will always be able to see how leads are being distributed, managed and followed up. And this is just the beginning.

Features:

- Designed to suit the workflow of all dealerships, regardless of the size.
- Online interface that can be accessed at any time, from anywhere.
- Able to accommodate leads from all major 3rd party lead generators, emails from your own website, walk-ins and phone calls.
- Leads are matched to your inventory.
- Simple or complex assignment rules to suit your dealership requirements.
- Three levels of management access for all users.
- Unlimited users.
- A constant follow up process until the vehicle is sold or the lead is closed.
- Notification of new leads, lead action or escalation sent via email and/or SMS.
- Lifecycle of each lead is recorded and can be reported on.
- Email template system to promote your brand and minimise poor communication.

Benefits:

- Flexibility in configuration from a single location dealership through to multi-location, multi-franchise group.
- Log in anytime, anywhere with a PC and internet access.
- The ability to accommodate leads from all major 3rd party lead generators as well as leads from your website, walk-ins and phone calls means you will never miss a lead.
- Integration with Dealer Solutions Online Inventory Management System allows for all incoming leads to be matched to the actual vehicle in stock so the sales team can communicate with their prospects more accurately.
- Leads can be assigned using criteria such as source, new or used vehicles, franchise or department and can be as simple or complex as your dealership requires.
- User permissions determine the level of access provided to each user.
- Ensure nothing slips through the cracks with lead actions, reminders and escalations until the lead is closed or the vehicle is sold and delivered.
- Notification of a new lead, lead action or escalations can be set to send via email and/or SMS at different times of day.
- Everything that happens to a lead in its lifecycle is logged and available through comprehensive reporting.
- A range of reports that have been built and refined in conjunction with dealers to meet every requirement and business need.
- As a powerful marketing tool, an email template system has been incorporated to ensure that the communication between dealership and customer is corporate, professional and devoid of typos, spelling mistakes and poorly worded messages.

Capture and follow every lead from any source from start to sale.

Easy to manage lead actions, reminders and escalations mean that no lead slips through the cracks.

Sales Highway

Designed to suit dealers of all shapes and sizes. Anywhere, anytime, never miss a sales opportunity again!



Enable. Manage. Deliver.



1300 66 11 33

www.dealersolutions.com.au