

Lead ManagerSM

Streamline your sales process
and improve your closing ratio.



Lead Manager shortens your selling cycle by helping you route, respond to and track all of your dealership's leads—regardless of the source. Fast, reliable and easy-to-use, Lead Manager gets the right lead to the right person right away. Then it takes care of the administrative tasks, so you can spend your time where it counts: turning prospects into sales.

“ In 10 days I’ve already doubled my total online sales from last month. A quick lead response time and initial personalized email are the key! ”

– Jon Adkins, Fairway Chrysler Jeep



Lead Manager: Turn your leads into sales.

Today's leads can come from anywhere—the sales floor, the phone or online. Your lead management system needs to handle them all, make sure they're answered promptly and keep them moving forward to a closed sale. Lead Manager, Cobalt's industry-leading CRM tool, helps you spend less time managing leads, so you can convert them to sales more efficiently.

Dealer input drove many of Lead Manager's most popular features, like a lead display with multiple viewing and sorting options that let users see exactly the information they need to work leads. The Manager view makes it easy for managers to monitor sales consultant performance and ensure that prospects are contacted promptly. Detailed search and broadcast email capabilities let you use Lead Manager's database for highly targeted marketing and promotional campaigns.

Lead Manager keeps your sales process working at peak efficiency. Prioritize leads to give your salespeople daily, weekly or monthly work plans. Use "round robin" lead

distribution, or customize rules that route leads to the people with the right expertise to respond. Enter staff work and vacation schedules so leads always go to available personnel. With Lead Manager your customers and prospects get fast responses to their inquiries. Result? More vehicle sales and more satisfied customers.

A lead management system has to be able to measure results. Lead Manager lets you create reports that gauge the productivity of your salespeople and lead sources, tracking everything from lead traffic to lead source volume and sales consultant gross profit. Get a snapshot report showing important current information, or a historical report tracking your performance over time.

From one-click actions and overdue action alerts to custom routing and reports, Lead Manager has the features you need to efficiently manage all your dealership's leads. And efficient lead management means a more profitable dealership.

See how it works

leadmanager.MotorPlace.com

LEADS

The main Leads page contains nine information columns displaying all your current leads, with multiple viewing and sorting options that show users the exact information they need to move leads forward to a closed sale. Do targeted searches and send broadcast promotional email; view a prospect's history, last action or next scheduled action; or take action on leads with one click. And it only takes a glance to see which leads are new and which leads need follow up.

REPORTS

Lead Manager Reports provide valuable metrics to help you make decisions about your sales operations. Snapshot reports give you a current picture of important information, like lead status by sales consultant or source. Historical reports let you compare current and past data on everything from sales consultant and lead source performance to new and used vehicle traffic, and measure your progress in key areas like lead response times, closing ratios and gross profit.

SETTINGS

Lead Manager Settings let you tailor the system to do the work for you. Use "round robin" lead distribution or customize rules to make sure leads go to people who can respond quickly. Enter sales consultant work and vacation hours, so leads only go to available personnel. Use email templates to help you respond to prospects quickly and consistently. Set contact standards, ensuring quick responses to leads and triggering alerts when standards aren't met.

