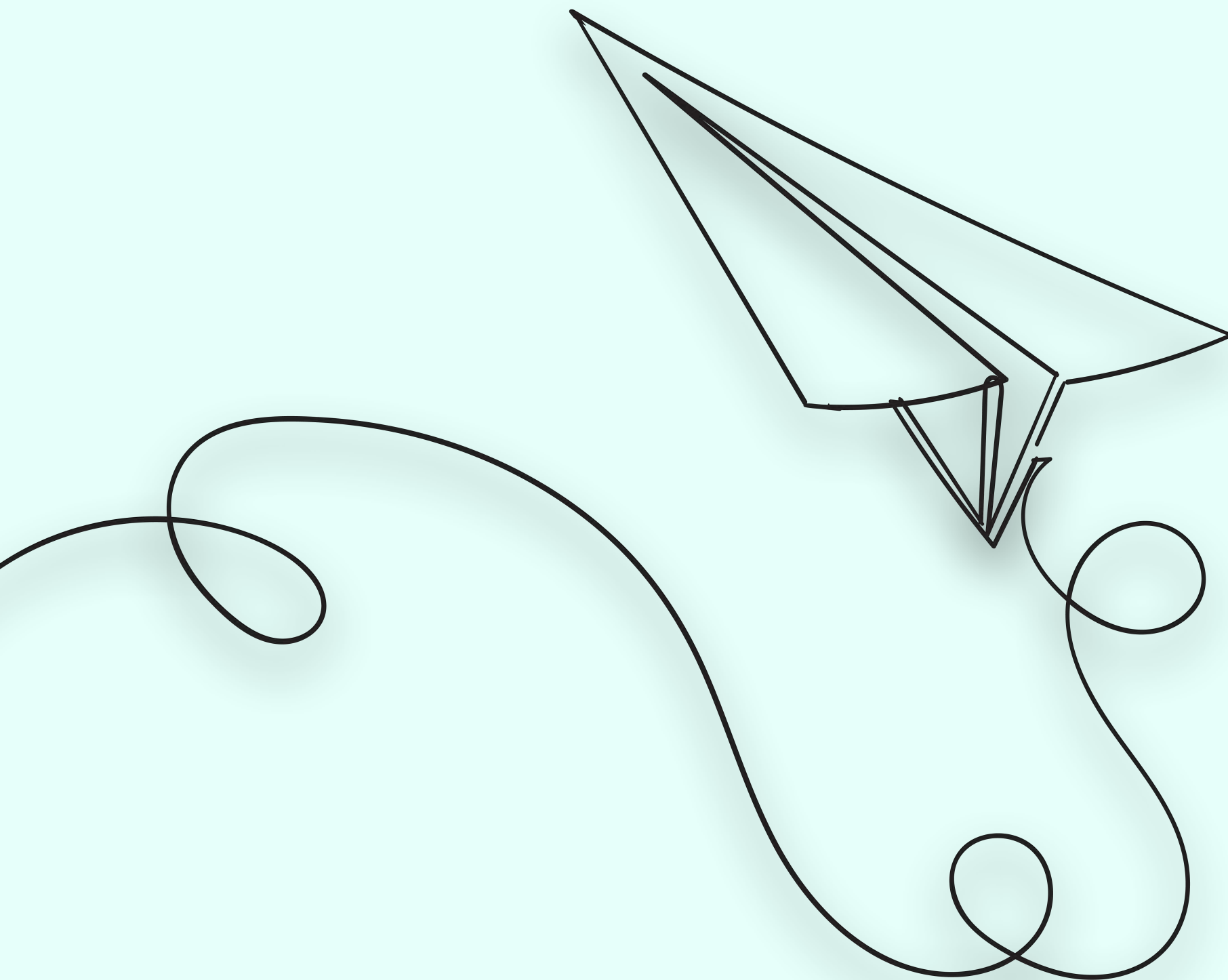




How to Improve your
Dealership Operations
with Lead Management

01. 02. 03.



INDUSTRY: Automotive

SALES: National and Local

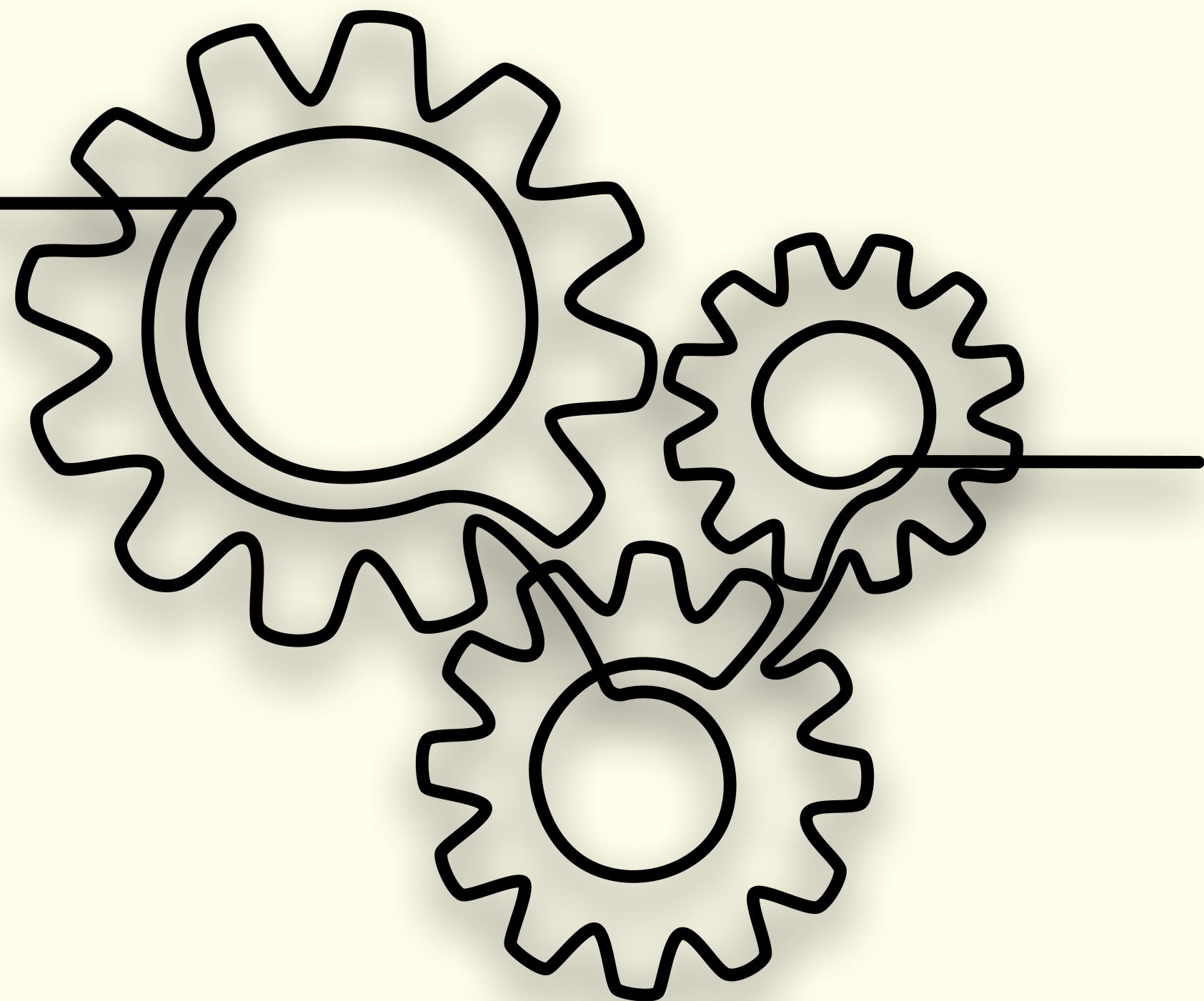
CUSTOMERS: Vehicle Buyers

**Win in Today's Battle
for Vehicle Buyers.**



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More than ever...

A digital world demands speed-to-lead.

For the best chance of closing sales and reaching company goals, getting the right salesperson in contact with your prospect (and in the least amount of time) is critical.

"If a lead is contacted within 5 minutes, you have an 80% chance of doing business with them. If response time takes 10 minutes, the likelihood drops to 5%." - Recent Homelight Study

Some questions to consider before you start:

- 1** How long does it take for my salespeople to respond to a lead today? And what's the cost?
- 2** Where are most of my leads coming from? And are they qualified?
- 3** Do I have budget to incorporate technology to address speed-to-lead and grow my business?



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How quickly does my team respond to leads today?

It is not uncommon for dealerships to use CRMs to manage their customer processes. However, having the technology and enabling your salespeople are two different concepts, and at times, CRMs may not always do the trick.

Since a delayed response will not suffice for today's consumers, it's important to understand how quickly your team typically respond to inbound leads before trying to improve it. Survey existing customers, generate test queries, or reconnect with lost prospects are great examples of ways to learn more.

Where are my leads coming from? Are they qualified?

Considering the breakneck pace at which technology is progressing in the automotive space, it's no surprise that revenue operations may feel pressured with deciding what to incorporate into their marketing and sales strategies.

A strong revenue generating strategy and administration team are essential to attracting interest on offerings. Understanding where your leads come from lets you determine where you can further market to generate high quality prospects. Start by tracking where your leads come from.

Can I afford to invest in technology to help my dealership?

Technology is quickly emerging and shaping the future of the automotive industry. The recent pandemic has fuelled mass adoption of many new technologies by the most effective dealerships in the space. Digital platforms can provide sales professionals with a competitive edge, while also improving and personalizing the buyer experience. Given the accelerated pace of technological change, the question is not whether you can afford to invest but rather can you afford not to invest.

“Using Lead Assign greatly reduced our salespeople’s lead response time. Lead Assign has become a vital part of our day-to-day success. At any given time, we have 350 teams assigned to our vehicles, and I now know exactly which team is working every lead and the status less than 15 minutes from when it was generated.”

- Alexandre G., Director of Marketing, Santogal Auto



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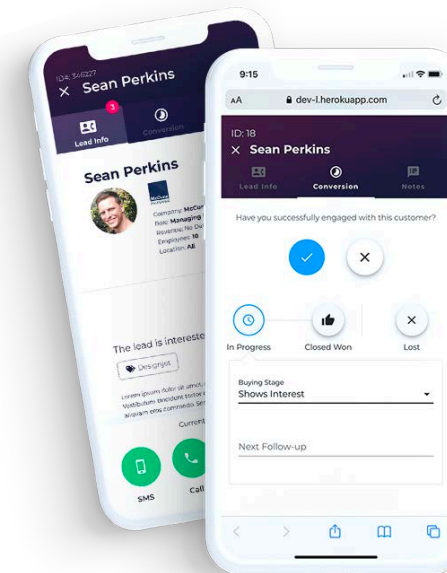
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How Lead Assign helps nationwide dealerships

Improve Speed-to-Lead

In a highly competitive markets, engaging with customers quickly is essential to conversion. Use real-time lead analysis to automatically route prospects to the right salesperson every time. The no-fuss user interface allows agents accept contact leads with the click of a button.



Track Lead Sources

With its direct connectivity capabilities, all leads are tracked in a digital platform so you can be confident of where and how your marketing spend is performing. A detailed dashboard is your brokerage operation control centre for your programs and salesperson performance.



Flexible Packages to Meet Dealerships of All Sizes

We've worked with national teams to local dealerships that are the game changers in their market. Be confident that our lead management experts can build and customize the right solution to meet your needs in the ever-evolving automotive industry.

[Get Started Today](#)