

# Is managing your customer relationships easy? It should be.

If you had software solutions to help nurture customer relationships, could you transform more leads into loyal customers?

The right tools will help you view, organize and analyze customer data so you can build strong, long-lasting connections and generate more profit.

### Are your customers stressed by the slow, frustrating buying process?

Speeding up the buying process is necessary for the customer and the dealership alike. When you can keep deals moving quickly both in off hours and in the showroom, everyone wins.

### How do you retain happy, loyal customers?

You've got a much better chance of keeping your customers happy when you utilize customized follow-up processes that tailor your processes to an individual buyer's needs and wants.

### Are your integrations seamless?

If they aren't, you're likely stuck with slow-moving, incomplete deals. Integrations help you track every call, tie information back to the customer record and give visibility into team performance.



**"The Elead CRM product is by far the best and easiest to use. What really separates Elead from the others is the level of service."**

**- Thomas Eggers**  
Platform Digital Marketing Director,  
Nyle Maxwell Auto Group



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# Answer internet leads faster and more efficiently.

## How well do you process and track your internet leads?

Is your team able to answer internet leads quickly, with information and recommendations that steer conversations and lead to conversion? With automated follow-up, you can speed up the sales process, improve the customer experience and convert more customers.

### Are your leads getting the information they need?

When you can quickly answer internet leads with information on their vehicle of interest, availability, financing, trade-in evaluation, appraisal and more, you can help them make a faster decision.

### How do you handle leads during busy times or after hours?

An automated process that provides fast, accurate and informative replies can stop internet leads from sending inquiries to your competition.

### Is your lead assignment process seamless?

Would it help speed up your sales cycle if you could automatically redirect leads that don't receive a fast enough response? What if you could create a safety net that automatically assign leads to a specialist based on their strong suit?



**What if you could offer your customers information on multiple vehicles, so your first conversation is about a selection instead of haggling over price?**



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# How would you like to sell cars faster?

**Are your customers and sales reps frustrated by the slow, complex process of buying a car?**

Make your desking process more efficient so you can keep deals moving and streamline the way you sell cars.

### Is your desking process painfully slow?

What if you could easily pull custom quotes, keep deals moving in off hours, cut down on negotiation time and streamline your workflow so you can sell cars faster?

### Are your integrations seamless?

In a business where time equals money, poor integrations cause duplicate work and hold up deals, costing you money and frustrating your customers. Certified integrations simplify the deal desking process.

### How transparent is your pricing?

Desking deals is complicated. Rebates, trade values and lender programs all impact price. Customers get frustrated if the numbers they find online don't match what they see in the dealership. Transparency and accuracy are key.



**“The Elead desking tool has been huge asset in growing our leasing business. My team really likes the multi-quotes.”**

- John Luciano  
Managing Partner, Street Volkswagen



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