



# **UNITS® Web** | Lead Management

auto-it.com

## The **engagement**, **focus** & **results** your team needs.

Auto-IT is excited to announce a revolution in lead/prospect management for retail automotive dealers. It's called UNITS® Web | Lead Management, and it will transform your sales department.

### Easier, faster and smarter.

It begins with a responsive browser-based interface that is logical and intuitive, delivering a satisfying experience for novice and experienced users alike.

It allows each member of the sales department to focus on what matters, to overcome roadblocks to each sale, and close more deals.

Developed, owned and managed in Australia by Auto-IT, UNITS® Web | Lead Management:

- Ensures sales processes are no longer discretionary, but take centre stage
- Is integrated live with UNITS® in one database
- · Works on desktop and tablet devices
- · Works anywhere Internet is available
- · Is operating system and platform independent
- Gives salespeople a structured approach to lead cultivation, prospect journeys and customer outreach post-sale.
- Gives sales managers a clean overview of departmental and individual salesperson performance, with easy drill-down.

Each new entry begins with a dynamic search, ensuring duplicates are minimised, while its Google API ensures data accuracy and formatting consistency.

Every lead is captured quickly and easily, and then assigned to the relevant staff member. This allows greater oversight by managers and accountability for prospect nurturing. It also ensures no lead falls through the cracks. All enquiries for the day are visible on the same screen and updated live.

It enhances oversight and issue mitigation while minimising leakage and data entry errors. CSI levels improve, decisions are easier to make and problems are spotted almost as soon as they arise. The system's strength is its structured delivery of non-discretionary prospecting tasks. Everything is tracked for process auditing and performance coaching.

A graphical representation of lead progress in Road to Sale gives sales managers the clarity they need, while the Sales Dashboard provides access to each salesperson's calendar, enquiries, tasks and diary notes.

Lead, prospect and client searches are live, dynamic and fast, making searches an effortless exercise.

Managers have a clear, unambiguous view of all sales activity through four pillars, and the data is sortable via column headers and cascading filters. This delivers a clean, high-level view of departmental effectiveness, with the added power of drill-down.

### **Deliveries**

- Detailed overview of vehicle delivery status
- Better management of the delivery touch points
- Higher CSI levels

### **Road to Sale**

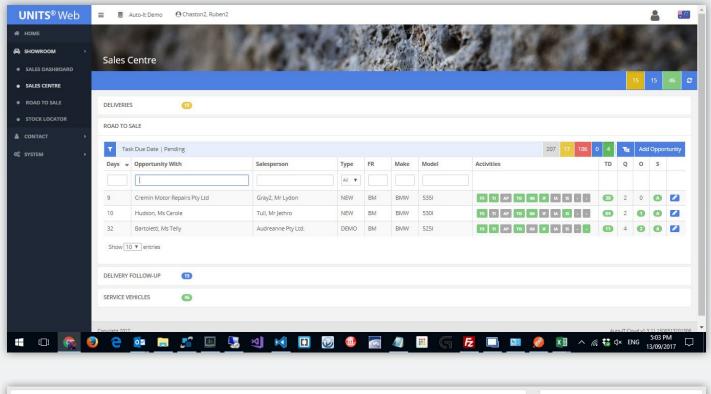
- Each step tracked/coloured (based on execution)
- Tasks tracked based on current status
- Visual cues drive engagement and sales
- Highlights blockages, prompting assistance

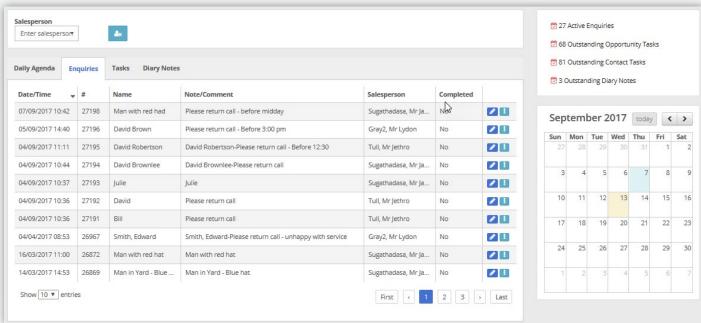
### **Delivery Follow-Up**

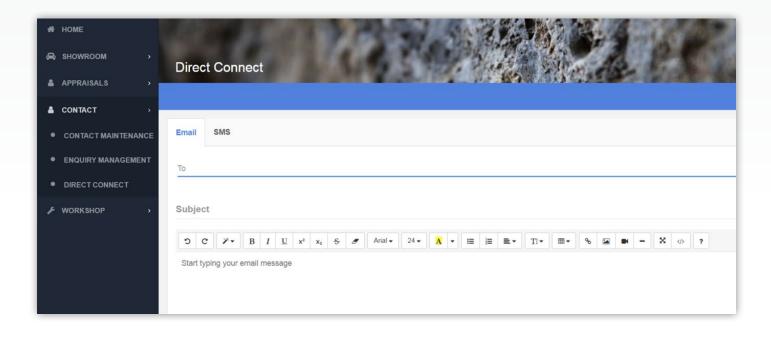
- Prompts post-delivery client engagement
- Fosters better relationships with customers
- Drives add-on and referral business

### **Service Vehicles**

- Connect with clients when in the service dept.
- Strengthen relationship over the long term
- Seek referral business









Transform your sales team with a fully-integrated mobile solution that invites engagement and rewards you with:

- More deals
- Happier team members
- Stronger CSI scores
- Better resource usage
- Faster issue mitigation
- Better decision making
- Less micro-managing

UNITS® Web | Lead Management is the first in a series of new solutions from the team at Auto-IT, Australia's most respected DMS company.

### Learn more about UNITS® Web | Lead Management

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