

# Comprehensive and proven dealer programs and services

Companies with complex dealer or distributor networks have relied on AdTrack's customized lead management systems and best practices since 1981 to smoothly and seamlessly manage leads from the moment the leads are generated, through qualification, ranking, nurturing and distribution to dealers, distributors or other channel partners.

Our proven suite of SmartLead systems and services helps manufacturers increase sales at the dealer level and includes:

- **Lead management and sales force automation systems** that support complex lead distribution
- **Sales support services** that increase sales conversions and dealer user adoption
- **A dealer portal** that offers a one-stop online location for the systems and services you provide to dealers
- **Dealer marketing programs** to boost sales
- **Dealer Profile Manager**, which allows dealers *to maintain their information in your dealer database*
- **Enhanced Dealer Locator**, which provides your web site's visitors with detailed information about local dealers
- **Online collateral ordering, fulfillment and warehouse**

## Complex lead distribution

The SmartLead lead management system or the combo SmartLeadPLUS lead management and sales force automation system have the capability to manage complex lead distribution to ensure that the right leads go to the right dealer at the right time. This can include:

- **Routing sales leads** by zip code or other geography, round-robin or other methods
- **Managing duplicate inquiries**
- **Re-routing unattended leads** to other dealers

## Sales support services

Sales support services increase sales conversions and user adoption of the SmartLead or SmartLeadPLUS systems.

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Sales support services include:

- Live training sessions
- Lead follow-up support and reminders through both email or phone calls
- Customer support for system users

Implementing our sales support services ...

- Increases user adoption of the SmartLead or SmartLeadPLUS systems
- Ensures faster lead follow-up
- Substantially increases conversion rates, as much as 100%

With higher user adoption, more results of sales efforts are reported in the lead management system, which provides better insight into the ROI of your marketing spend.

### *Results*

A manufacturer of spas and hot tubs achieved new highs in conversions, thanks to our sales support training for dealers. The client states our sales support team brought its Texas region to “another new high” in conversions. One dealer who had initially been a cynic is now a real believer, having recorded a conversion rate of 20% in the first months after implementing sales support.

## SmartLead Dealer Portal

The customizable Dealer Portal provides secure, single sign-on access in a one-stop online location where dealers can access the information, tools, systems and dealer marketing programs that you make available to them. This could include, but is not limited to:

- The **SmartLead** lead management system or **SmartLeadPLUS**, which combines lead management with a sales force automation system
- A **bulletin board** for company announcements
- **Dealer Profile Manager** – a tool to input and edit information about dealerships that appear in your web site’s “dealer locator” search results
- **Dealer marketing programs** – a web site within the portal that enables a dealer to place orders for standard packages or customized marketing programs to push buyers to their dealership(s)
- The **SmartLead Order-It** system to create and order personalized, variable-data collateral
- **SmartLead Analytics** software enables clients to measure and compare in greater depth the success of lead management programs on a wide range of metrics
- **Links** to your company’s frequently used documents and reference materials, as well as specified web sites.

## SmartLead Dealer Profile Manager

Dealer Profile Manager enables a client company to create, update or modify profile information about their dealer network. The system provides companies with an easy way to ensure brand integrity and the accuracy of information that appears in their web site's dealer-locator search results.

Dealer Profile Manager becomes the single database of record for all of a company's channel partners. The tool can be used for oversight of dealers, including which ones receive leads, and for managing which dealers have access to different types of information.

This new, robust dealer profile management system features a self-service approach that allows dealers to maintain information in their profile and in the manufacturer's dealer database. The system frees your staff from routine dealer-database maintenance, but companies still have control over the information displayed in dealer locator search results. They decide which information they want dealers to list in a profile and which information they will allow dealers to edit.

The self-service online system is accessed through the SmartLead Dealer Portal.

## Dealer marketing programs

These are packaged or customized marketing programs to drive buyers to dealers, increase sales conversions and maintain top-of-mind awareness with prospects.

- Our dealer marketing programs are effective. They ensure that no lead is left untouched at the dealer level.
- We make it easy to increase sales by offering cost-effective, efficient and results-producing packaged dealer marketing programs.
- We can create customized a la carte programs using our in-house services – printing and direct mail, inbound and outbound contact center services, and email marketing.

SmartLead dealer marketing programs have increased sales conversions between 30% and 127%.

Learn more at <http://www.smartlead.com/dealermarketing/>

## SmartLead Enhanced Dealer Locator

Go beyond listing basic dealer information in your web site's dealer locator search results. SmartLead's Enhanced Dealer Locator displays robust dealer information on a graphically attractive web page.

The detailed information in the search results goes beyond the basic address, phone number and website URL. It improves the shopping experience by including logos, product and dealer photos, store hours, and email contact information, as well as and the types of services offered by the dealer, such as repairs, financing, product trials or product training.

All information displayed on the dealer's page is pulled from the web-based Dealer Profile Manager database that dealers maintain and keep up-to-date.

### About AdTrack and SmartLead

Since 1981, companies have relied on AdTrack's customized lead management systems and best practices to smoothly and seamlessly manage leads from the moment the leads are generated, through qualification, ranking, nurturing and distribution to sales people or channel partners.

AdTrack is the only full-service lead management company with:

- Dedicated account managers to advise clients on best practices and implement their programs
- Web-based lead management (SmartLead), sales force automation systems (SmartLeadPLUS)
- Insightful analytics system
- In-house marketing services: contact center, direct mail, email, printing, web hosting, and an ISO-certified fulfillment/warehouse.

- ▶ **Pioneer in Lead Management**
- ▶ **Unequaled Expertise**
- ▶ **Comprehensive In-House Services**



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