



Questions? 800-385-3584

THE PERFECT LEAD. EVERYTIME!

Text Your Customers

Text customers directly from inside Dealer Lead Track improving customer response rate by 7.5x

[▶▶▶ Learn More About Texting](#)

Text Your Customers is Now Live!
Call 404-436-2757 to Upgrade

Watch Our Webinars

Watch and learn how Dealer Lead Track will increase both sales and profits



Right Features Right Price

ONLY \$150.00

Per Month
Sign Up Now

[Details](#)

We Are an Easy To Use, Effective and Affordable CRM Lead Management System For Dealerships of All Sizes

Dealer Lead Track helps Used Car Dealers, RV, Motorcycle, Heavy Truck, Boat and Powersport dealers manage every customer lead from initial contact throughout the entire sale helping increase sales

[▶▶▶ Learn How We Help Dealerships Sell More](#)



30 Day Free Trial

Sign up now for your free 30 day trial with full access to our complete lead management system



[Sign Up](#)

Manage Every Lead

Manage every customer lead properly from initial contact throughout the entire sale maximizing every lead opportunity increasing sales

All Internet Leads Enter Automatically

Internet leads from over 220 websites such as Car Gurus enter automatically so your leads are in one place

Send Custom Auto Responder eMail

Send customized auto responder eMail for each ad source when new internet leads arrive

View Our Presentation

View our PDF presentation to learn how Dealer Lead Track will help your dealership



Send Automated eMail Follow Up Campaigns

Send scheduled follow up eMail campaigns to customers throughout entire lead cycle. Utilize our eMail library or create custom eMail campaigns marketing to all your customer's many years into the future



Send Scripted eMail

Send effective customized outgoing eMail scripts with embedded inventory hyperlinks through your own email system such as Outlook or Gmail

Set Calendar Reminders

Set calendar reminders helping organize the day. Reminder actions include follow up phone calls, emails, test drives or delivery appointments

Create Staff Follow Up Scheduled Daily Tasks

Create required daily follow up tasks for staff to complete such as phone call or email reminders for every customer

Text Alerts

Text messages notify staff when follow up action is required eliminating customer follow up delays

Data Mining

Our data mining schedule guide sales staff to connect with customers years in the future inviting customers back to buy again creating repeat business

Management Reports

Easy to understand reports assist in managing leads, staff activity, and advertising effectiveness utilizing real time factual data

100% Web Based

Web based and mobile optimized. Manage your leads on any device



Over 3.0 Million Leads

Dealer Lead Track manages over 3.0 million leads for our dealers. Become a partner today and improve how your store handles every lead.



AUTOMATED eMail FOLLOW UP & TEXTING GET RESULTS



Questions? 800-385-3584

THE PERFECT LEAD. EVERYTIME!

Used Car Dealer CRM

We are a simple, effective and affordable web based CRM solution for auto dealerships of all sizes

[▶▶▶ Learn More](#)

RV Dealer CRM

We are a simple, effective and affordable web based CRM solution for RV dealerships of all sizes

[▶▶▶ Learn More](#)

Motorcycle Dealer CRM

We are a simple, effective and affordable web based CRM solution for motorcycle dealerships of all sizes

[▶▶▶ Learn More](#)

Powersport Dealer CRM

We are a simple, effective and affordable web based CRM solution for powersport dealerships of all sizes

[▶▶▶ Learn More](#)

OTR Truck Dealer CRM

We are a simple, effective and affordable web based CRM solution for OTR heavy truck dealerships of all sizes

[▶▶▶ Learn More](#)



AUTOMATED eMail FOLLOW UP & TEXTING GET RESULTS



Questions? 800-385-3584

THE PERFECT LEAD. EVERYTIME!

User ID and Password

User ID:

Password:

[Log In](#)

Not a member? [Sign Up Today](#)

Over 3.0 Million Leads

Dealer Lead Track manages more than 3.0 million leads. Manage your leads better today.



[Sign Up](#)

How To Webinars

Watch and learn all the benefits and capabilities of Dealer Lead Track.



[Watch](#)

- 100% Web Based
- Log In From Any Internet Connection or Device
- Mobile Optimized for Phone and Tablets - No App Needed



AUTOMATED eMail FOLLOW UP & TEXTING GET RESULTS





Questions? 800-385-3584

THE PERFECT LEAD. EVERYTIME!

Manager Dashboard for Mark Brandt

- [Lead Dashboard](#)
[Enter New Lead](#)
[Check For New Leads](#)
[New Quick Search](#)
[Inventory](#)

50 Newest Leads

[Staff Activity Report](#)

Customer Name	Contact #	Email	Year	Vehicle	Ad Source	Salesman	Initial Date	# Touches
Jordan Harper		Y	2005	Toyota Camry Solara 4 Cyl	Car Gurus...	K. Mcauley	2020.01.08	1
Jimmy Gross	678-860-3095	Y	2006	Honda Accord 4 Cyl	True Car.com...	K. Mcauley	2020.01.08	2
Bill Phillips		Y	2008	Cadillac DTS V8	Car Gurus...	M. Brandt	2020.01.08	3
Danelle Massey	706-818-2275	Y	2006	Honda Accord 4 Cyl	Car Gurus...	M. Brandt	2020.01.08	2
James Anderson	678-457-8311	Y	2008	Acura MDX V6	Unknown...	M. Brandt	2020.01.08	1
Rebekah King	601-307-6669	Y	2007	Toyota Select Model	Dealer Car Sear...	K. Mcauley	2020.01.08	5
Jtaming Liang	470-263-3072	Y	2020	Select Make Select Model	Repeat Customer...	M. Brandt	2020.01.07	2

All Leads From All Staff Located on Manager Dash so Management Can Quickly Veiry New Leads and Staff Follow Up Efforts

Appointments through Wednesday, January 15, 2020

(maximum 150)

Management Can Monitor Entire Staff Appointment Activity

[Appointments Report](#)

Status	Day	Date	Time	Customer	Year	Vehicle Interest	Appointment	Memo	Staff
Open	Wed	01/08/2020	02:45 PM	Scott Sheriq	2006	Buick Lacrosse v6	Demo - Appointment		M. Brandt
Open	Thu	01/09/2020	11:00 AM	Rebekah King	2007	Toyota	Delivery	deliver	K. Mcauley
Open	Fri	01/10/2020	03:15 PM	Isaiah Johnson	2008	Cadillac Dts v8	Phone Call		T. Nowak

January Sales Report

[Sold Leads Report](#)

January Advertiser Report

[Expand Ad Report](#)

Salesperson	Total Leads	# Sold	% Rate	Ad Source	Total Leads	# Sold	% Rate
M. Brandt	17	3	17.65%	Drive By	1	1	100.00%
K. Mcauley	73	4	5.48%	Unknown			
T. Nowak	1	0	0.00%	Dealer Car Search Credit App	3		
				True Car.com	14	2	14.29%
				Dealer Car Search	14	1	7.14%
				Car Gurus	25	1	4.00%
				Repeat Customer - Time To			
Totals:	91	7	7.69%	Totals:	91	7	7.69%

Manager Dash Sales Report Helps Managers Understand Which Staff is Selling The Most Inventory

Manager Dash Quick Ad Rpeort Helps Managers Review Ad Source Effectiveness and Conversion Rates



AUTOMATED eMail FOLLOW UP & TEXTING GET RESULTS



[Lead Dashboard](#)

[Tasks Report](#)

[Appointments Report](#)

[Report Dashboard](#)

[Dealer Dashboard](#)



Questions? 800-385-3584

THE PERFECT LEAD. EVERYTIME!

Lead Dashboard for Greg Goodwin at Cobb Parkway

Select Staff Member **Greg Goodwin**

32 Hot Leads

70 Active Leads

Review Leads For Different Staff Members By Selecting Staff Member From Drop Down List

Customer	Contact #	Year	Vehicle	Customer	Contact #	Year	Vehicle
Ezzra Willingham	678-600-9843	2007	Bmw		404-272-1825	2003	Jeep Grand Cherokee V8
Courtney Holt	404-574-9434	2008	Cadi		678-575-1483	2006	Lincoln Navigator V8
Willie Greenwich	601-946-7058	2004	Linco		843-817-3892	2004	Lincoln Town Car V8
Shinica Johnson	678-739-7385	2004	Chev		770-364-1086	2006	Toyota Highlander V6
Matthew Horne	770-324-8531	2007	Gmc		470-899-7407	2004	Volkswagen Jetta

Icons Indicate New Internet Leads Which Automatically Enter
 Staff Is Notified Via Text Message When New Leads Arrive
 Customizable Auto Responder eMail Sent Once New Lead Arrives
 Green Icon Bubble Is Customer Text Response

Appointments through Sunday, December 22, 2019 (maximum 150)

Status	Day	Date	Time	Customer	Year	Vehicle Interest	Appointment	Memo
Open	Mon	12/16/2019	12:30 PM	Ezzra Willingham	2007	Bmw 5 series	Phone Call	Getting Insurance Check
Open	Mon	12/16/2019	03:30 PM	Ezzra Willingham	2007	Bmw 5 series	Delivery	Delivery Time

Lead Dashboard Displays Today's Appointments plus Staff's Required Daily Follow Up Tasks
 Staff Is Notified Via Text Message When Appointments Come Due

Scheduled Tasks for Sunday, December 16, 2019

Status	Day	Date	Time	Customer	Year	Vehicle Interest	Memo	Staff
Open	Mon	12/16/2019	10:00 AM	Ezzra Willingham	2007	Bmw 5 series	Day 1 Phone Call Text eMail	M.Brandt
Open	Tue	12/17/2019	11:00 AM	Ezzra Willingham	2007	Bmw 5 series	Day 2 Phone Call Text eMail	M.Brandt
Open	Thu	12/19/2019	12:00 PM	Ezzra Willingham	2007	Bmw 5 series	Day 4 Phone Call Text eMail	M.Brandt
Open	Mon	12/23/2019	11:00 AM	Ezzra Willingham	2007	Bmw 5 series	Phone Call Text Release eMail	M.Brandt

96 Warranty Follow Up

3 Out Of Stock Leads

Customer	Contact #	Attempt #	Term	Customer	Contact #	Year	Vehicle
Pequita Capers	770-896-9705	1st Attempt	3/ 3,000	Toby Robinson	678-736-9256	2006	Acura TI V6
Lawrence Smith	770-906-4059	3rd Attempt		James Seay	678-594-0300	2012	Buick Verano
Joshua Irby	678-934-3055	1st Attempt	3/ 3,000	Darion Davis	678-333-2623	2007	Jeep Select Model
Javis Bell	770-560-1106	3rd Attempt	3/ 3,000				
Jama Shackelford	678-371-5967	3rd Attempt	3/ 3,000				

Out Of Stock Leads Transfer to Out Of Stock Report so Wholesale Buyers Can Re Stock Needed Inventory

View Sold Leads

View Dead Leads



AUTOMATED eMail FOLLOW UP & TEXTING GET RESULTS





Questions? 800-385-3584

THE PERFECT LEAD. EVERYTIME!

Hot Active Lead for Mark Brandt

Manager Dashboard Lead Dashboard Do Not Save Lead

Send to Active List Send to Sold List Send to Dead List

Smart Jump Back To: My Lead Dashboard

Customer Name & Ad Source

Note Pad 1000 Character Limit

Four Square Sheet

Buyer Co-Buyer Business

Buyer First Name: Joe, Buyer Last Name: Tester, Where did you see the car advertised?: Autotrader.com, Street: 633 Cobb Parkway North, City: Marietta, State: Georgia, Birthday: February 5

Customized Ad Source Drop Down For Ad Tracking

Note Pad To Enter All Deal Notes

Note Pad Both Time Stamps and Enters Which Staff Member Wrote Each Note

Save Note

Buyer Contact Information

Send Text Messages From Inside Dealer Lead Track

Notes and Texts

View Notes View Texts

Cell #: 770-560-1106, Work #: , Home #: , eMail: joetester@gmail.com, DO NOT Call, DO NOT eMail, Send Text, Send eMail, Automated eMail On

Send Quality Scripted Outgoing eMail via Your Default eMail Editor Such as Gmail or Outlook

On Dec 15, 2019 at 1:11 PM(EST) Mark Brandt wrote: All notes time stamp and insert name of staff member who wrote note. Staff Member is notified of new note via text message

What Vehicle Are You Interested In?

Drop Down Entry Option Manual Entry Option

Automatically Send eMails To Customers On a Pre Set Schedule Throughout Entire Lead Cycle. Dealer Lead Track Cost Plus Feature

Type: Autos & Light Trucks, Price: 12500, Year: 2015, Mileage: 58000, Make: Honda, VIN #: , Model: Accord Sedan, Stock #: , Trim: 4D I4 CVT EX-L, Is this car in stock? Yes No

Drop Down Industry Choices Such As Autos & Light Trucks, RV's, Motorcycles, Powersports or Over The Road Heavy Trucks Included

When Are You Looking To Purchase?

Select Purchase Date: December 25 2019, Dates within 10 days of today will be found on your Hot Lead List, Dates after 10 days from today will be found on your Active Lead List and will transfer to your Hot Lead List within 5 days prior of date selected

Continued On Next Page



AUTOMATED eMail FOLLOW UP & TEXTING GET RESULTS





Questions? 800-385-3584

THE PERFECT LEAD. EVERYTIME!

Set An Appointment or Follow Up Reminder

Set Follow Up Appointments. Staff Is Notified By Text Message When Appointment Time Arrives

Check Appointment Type	Text Reminder	eMail Reminder	Nov	December 2019	Jan	Select Time						
<input type="checkbox"/> Phone Call	At Appointment Time	No Reminder	Mon	Tue	Wed	Thu	Fri	Sat	Sun	1	15	PM
<input type="checkbox"/> Email	No Reminder	No Reminder	25	26	27	28	29	30	1	Appointment Memo		
<input type="checkbox"/> Text Message	At Appointment Time	No Reminder	2	3	4	5	6	7	8	200 Character Limit		
<input type="checkbox"/> Demo - Appointment	2 Hours Before	No Reminder	9	10	11	12	13	14	15	Save Appointment		
<input type="checkbox"/> Delivery	2 Hours Before	No Reminder	16	17	18	19	20	21	22			
			23	24	25	26	27	28	29			
			30	31	1	2	3	4	5			

Current Appointments

Status	Day	Date	Time	Appointment	Memo
	Sun	12/15/2019	12:00 PM	None	None

All Appointments Show on Lead - Lead Dashboard and Manager Dashboard

Scheduled Tasks

Status	Day	Date	Time	Task	Memo	Complete	Cancel
Open	Mon	12/16/2019	10:00 AM	Scheduled Task	Day 1 Phone Call Text eMail	<input type="button" value="Complete"/>	<input type="button" value="Cancel"/>
Open	Tue	12/17/2019	11:00 AM	Scheduled Task	Day 2 Phone Call Text eMail	<input type="button" value="Complete"/>	<input type="button" value="Cancel"/>
Open	Thu	12/19/2019	12:00 PM	Scheduled Task	Day 4 Phone Call Text eMail	<input type="button" value="Complete"/>	<input type="button" value="Cancel"/>
Open	Mon	12/23/2019	11:00 AM	Scheduled Task	Phone Call Text Release eMail	<input type="button" value="Complete"/>	<input type="button" value="Cancel"/>

Create Staff Follow Up Tasks Requiring Staff to Follow Up On Pre Set Schedule

Lead Assignment

Select Staff Member To Assign Lead

Leads Can Be Assigned To Any Staff Member. When Lead is Re-Assigned New Staff Member is Alerted

Merge Lead

Merge this Lead with Another

Delete Lead

Delete this Lead

Measure Staff Effectiveness Using Our BDC Assessment Program Data and Reports

Appointment Show Rates - BDC Assessment Program

Test Drive Appointment Made Customer Arrived For Test Drive Appointment Deal Penciled Customer Bought Vehicle After Test Drive

- Simple To Follow Screens
- All Customer Data Viewed In One Place



AUTOMATED eMail FOLLOW UP & TEXTING GET RESULTS



Questions? 800-385-3584

THE PERFECT LEAD. EVERYTIME!

Customer Texting From Mark Brandt

Return To Lead

Compose Text Message 160 Character Limit

Staff Can Send and Recieve Text Messages Inside Dealer Lead Track

Send Text

Sending Text To Buyer

Joe Tester to Cell Number 770-560-1106

Regarding 2015 Honda Accord Sedan

Customer Will Automatically Be Opted Out Of Texting If No Response After 3 Outbound Texts

Text History

View Notes

View Texts

Jan 8 2020 12:39PM
Rebekah, The Toyota Camry that you have inquired about has been sold. Visit our web site to see if any other vehicles fit your eye. We however do not deliver. Thanks for your interest.
www.brandtaut

Jan 8 2020 11:38AM
Take a look at our website. It has our full inventory.
www.brandtautobrokers.com

Jan 8 2020 11:36AM
Do you have anything else in inventory similar. I am looking for a Toyota or Honda 2005 to 2008 with 150000 miles or less 5000 to 7000

Jan 8 2020 11:35AM
You have requested information from Brandt Auto Brokers. Msg & data rates may apply. Text STOP to cancel msgs.

Return To Lead

- Staff Can Send and Receive Text Messages
- Text Chain Displays on Text Note Pad
- If Customer Calls Text Number Call Forwards to Dealership Main Line or Cell
- Customer Is Sent Required Opt Out Message
- Must Be On Dealer Lead Track Communications Package



AUTOMATED eMail FOLLOW UP & TEXTING GET RESULTS



Questions? 800-385-3584

THE PERFECT LEAD. EVERYTIME!

eMail Management For Greg Goodwin

QUEUED Sent Items Jobs

[Return To Lead](#)

Sent eMails For Joe Tester On 2006 Lincoln Navigator V8

Sent eMail Script	Sent From	Cancelled Note
On Feb 5, 2016 at 3:10 PM (EST) Dealer Lead Track sent Initial Auto Responder eMail.	Hot	<input type="checkbox"/> eMail Diary Displays Date, Time and Which eMail Script Was Sent
On Feb 6, 2016 at 10:44 AM (EST) Greg Goodwin sent First Response eMail.	Hot	<input type="button" value="Cancel Entry"/>
On Feb 8, 2016 at 4:08 PM (EST) Mark Brandt sent First Response eMail.	Hot	<input type="button" value="Cancel Entry"/>

Select eMail Template

	eMail Description
Initial Auto Responder eMail	Auto Responder 1 - First Auto Responder Response With Ad Source
Compose New Email	Opens New eMail in Your Default eMail Editor
First Response eMail	Opens First eMail Response in Your Default eMail Editor
Vehicle Link Response eMail	Opens eMail Response Scripted to Insert Vehicle Link
Vehicle & Carfax Link eMail	Opens eMail Response Scripted to Insert Vehicle & Carfax Link
Second Response eMail	Opens Second eMail Response in Your Default eMail Editor
Third Response eMail	Opens Third eMail Response in Your Default eMail Editor
Fourth Response eMail	Opens Fourth eMail Response in Your Default eMail Editor
Test Drive Thank You eMail	Opens Test Drive Thank You eMail in Your Default eMail Editor
Thank You For Visit Email	Opens Thank You for Visit eMail Response in Your Default eMail Editor
Release Response eMail	Opens Customer Release eMail Response in Your Default eMail Editor
Trade In eMail Response	Opens Trade In eMail Response in Your Default eMail Editor
Vehicle Out of Stock eMail Response	Opens Vehicle Out of Stock eMail Response in Your Default eMail Editor
Application Received	Opens Application Received eMail Response in Your Default eMail Editor
Bad Credit eMail Response	Opens Bad Credit eMail Response in Your Default eMail Editor
Missed Appointment	Opens Missed Appointment eMail Response in Your Default eMail Editor
Time To Trade eMail	Opens Repeat Customer - Time To Trade eMail
Credit Application	Opens Credit Application eMail with Link in Your Default eMail Editor

Click On eMail Script Link And Dealer Lead Track Opens Your Default eMail Editor Such as Gmail or Outlook And Pre-Formats Entire eMail

29 eMail Scripts Included

Customized eMail Scripts Available

- Send Quality Scripted eMail From Your Default eMail Editor
- Total of 29 eMail Scripts Included. Custom eMail Scripts Available





Questions? 800-385-3584

THE PERFECT LEAD. EVERYTIME!

2006 Lincoln Navigator V8 at Your Dealership Name

marvingates67@gmail.com

2006 Lincoln Navigator V8 at Your Dealership Name

Joe :

Thank you for your interest in our 2006 Lincoln Navigator V8. At this time the vehicle is still available.

Please click our inventory link below to obtain additional information and also see if any of our other vehicles interest you.

<http://www.yourdealershipinventory.com/newandusedcars.aspx?clearall=1>

Please call me with any additional questions or to set up a test drive appointment.

I look forward to making your vehicle purchase easy.

Thank you,

Greg Goodwin
Your Dealership Name
<http://www.dealname.com/>
We make it easy!

tel.800-385-3584
fax.800-474-8715

633 Cobb Parkway North
Marietta, Georgia 30062

Sans Serif

Send

Saved

■ eMail Created Using Data From Lead Input Screen Including Vehicle Of Interest, Dealership Name, Customer Name and Inventory Link

■ eMail Signature Inserted With Dealership Information and Proper Sales Person Name and Contact Information

- eMail Editor Pre-Formats Entire eMail and Staff Member Clicks Send
- Control Your eMail Message With Quality Scripted eMail





Questions? 800-385-3584

THE PERFECT LEAD. EVERYTIME!

Automated eMail Setup

Custom Auto Responder - Automated eMail Setup

■ Use Our eMail Script Library To Create Fully Customized eMail Marketing Campaigns

Add New eMail

Advertiser	Begin Date	eMail Script		
All Advertisers	Send immediately upon lead arrival	Initial Auto Responder eMail		
Cars For Sale Credit App	Send immediately upon lead arrival	Credit Application Received eMail	Update	Delete

Hot and Active Leads - Automated eMail Setup

Add New eMail

Advertiser	Begin Date	eMail Script	Time	Recur		
All Advertisers	-1 Day(s) From Customer Birthdate	Day Of Birthday Automated eMail	AM	Once	Update	Delete
All Advertisers	1 Day(s) From Lead Create Date	Day 1 First Automated eMail	AM	Once	Update	Delete
All Advertisers	2 Day(s) From Lead Create Date	Day 2 Second Automated eMail	PM	Once	Update	Delete
All Advertisers	5 Day(s) From Lead Create Date	Day 5 We Want Your Trade Automated eMail	AM	Once	Update	Delete
All Advertisers	7 Day(s) From Lead Create Date	Day 7 Are We Missing Something Automated eMail	PM	Once	Update	Delete
All Advertisers	15 Day(s) From Lead Create Date	15 Are You Still Looking Automated eMail	AM	Once	Update	Delete
All Advertisers	30 Day(s) From Lead Create Date	Day 30 Still Trying Automated eMail	PM	Once	Update	Delete
All Advertisers	45 Day(s) From Lead Create Date	Day 45 The Perfect Vehicle Auto Response eMail	AM	Once	Update	Delete
All Advertisers	60 Day(s) From Lead Create Date	Day 60 New Inventory Automated eMail	PM	Once	Update	Delete
All Advertisers	90 Day(s) From Lead Create Date	Day 90 Still In Market Automated eMail	AM	Once	Update	Delete
All Advertisers	110 Day(s) From Lead Create Date	Day 110 The Perfect Vehicle Auto Response eMail	PM	Once	Update	Delete
Repeat Customer - Time To Trade	1 Day(s) From Lead Create Date	Time To Trade Day 1 eMail	AM	Once	Update	Delete
Repeat Customer - Time To Trade	30 Day(s) From Lead Create Date	Time To Trade Day 30 eMail	PM	Once	Update	Delete
Repeat Customer - Time To Trade	60 Day(s) From Lead Create Date	Time To Trade Day 60 eMail	AM	Once	Update	Delete

■ Create Different eMail Marketing Campaigns Based on Which Ad Source Created Customer

- Automatically Send Customized eMail Marketing For Up To 12 years
- Automated eMail Marketing Included w Dealer Lead Track Plus





Questions? 800-385-3584

THE PERFECT LEAD. EVERYTIME!

Automated eMail Setup

Sold Leads - Automated eMail Setup

Add New eMail

Advertiser	Begin Date	eMail Script	Time	Recur		
All Advertisers	-1 Day(s) From Customer Birthdate	Day Of Birthday Automated eMail	AM	Yearly 12 times	Update	Delete
All Advertisers	1 Day(s) From Date Moved To Sold	Day 0 Congratulations Automated eMail	AM	Once	Update	Delete
All Advertisers	30 Day(s) From Sold Date	Inventory Links Embed In All Standard Library Scripts Increasing Inventory Views	AM	Quarterly 12 times	Update	Delete

Out Of Stock Leads - Automated eMail Setup

Add New eMail

Advertiser	Begin Date	eMail Script	Time	Recur		
All Advertisers	1 Day(s) From Date Change To Out Of Stock	Day of Moved To Out Of Stock Automated eMail	AM	Once	Update	Delete
All Advertisers	15 Day(s) From Date Change To Out Of Stock	Day 15 Moved To Out Of Stock Automated eMail	PM	Once	Update	Delete
All Advertisers	30 Day(s) From Date Change To Out Of Stock	Day 30 Moved To Out Of Stock Automated eMail	AM	Monthly 11 times	Update	Delete

Dead Leads - Automated eMail Setup

Add New eMail

Advertiser	Begin Date	eMail Script	Time	Recur		
All Advertisers	-1 Day(s) From Customer Birthdate	Day Of Birthday Automated eMail	AM	Yearly 12 times	Update	Delete
All Advertisers	1 Day(s) From Date Changed To Dead	Day 0 Thank You Automated eMail	AM	Once	Update	Delete
All Advertisers	30 Day(s) From Date Changed To Dead	Day 30 New Inventory Automated eMail	AM	Quarterly 12 times	Update	Delete
Repeat Customer - Time To Trade	1 Day(s) From Date Changed To Dead	Time To Trade Day 30 eMail	AM	Quarterly 12 times	Update	Delete

- Automatically Send Customized eMail Marketing For Up To 12 years
- Automated eMail Marketing Included w Dealer Lead Track Plus





Questions? 800-385-3584

THE PERFECT LEAD. EVERYTIME!

Sold Lead for Greg Goodwin

Lead Dashboard

Send to Hot List

Send to Active List

Send to Dead List

Smart Jump Back To: [My Lead Dashboard](#) [Lead Dashboard Greg Goodwin](#) [Sold Leads Greg Goodwin](#)

Customer Name, Address & Ad Source

First Name Last Name
Street
City State Zip
Where did you see the car advertised?

Note Pad

Contact Information

Cell # Select and Display Best Contact Number
Work # Cell # Home # Work #
Home #
eMail
DO NOT Call DO NOT eMail

Notes

Save Note

- On Dec 16, 2015 at 7:06 PM(EST) Greg Goodwin wrote: Review link sent
- On Dec 16, 2015 at 7:05 PM(EST) Greg Goodwin wrote: Lead changed to Sold from Active
- On Dec 16, 2015 at 2:40 PM(EST) Richard Williamson wrote: Lead Reassigned to Greg Goodwin
- On Dec 16, 2015 at 2:40 PM(EST) Richard Williamson wrote: told you were out
- On Dec 3, 2015 at 2:39 PM(EST) Dealer Car Search Auto Pop Inquiry for 2015 Select Make Select Model Select Trim priced at \$ 0 with 0 miles
- On Dec 3, 2015 at 2:39 PM(EST) Dealer Car Search Auto Pop Customer Comments: For Greg Goodwin.
- On Dec 3, 2015 at 2:39 PM(EST) Dealer Car Search Auto Pop Best Contact Time is not specified for lead received on Dec 3 2015 1:35PM

Vehicle Purchased

Drop Down Entry Option Manual Entry Option

Year Make
Model Trim
Mileage Price
Stock # VIN #
Is this car in stock? Yes No **No Sends Lead To Out Of Stock Report**

After The Sale - Send Scripted Thank You eMail With Dealership Review Link Increasing Online Reputation

Repeat Customer Follow Up Schedule

Date Vehicle Sold
Finance Contract Length Months
Future Re-Connect Date to Trade Months

Create Future Repeat Customer Follow Up Schedule
This Example Creates Reminder To Connect In 48 Months
Date Selection is Customizable In Six Month Increments

Warranty Information

Warranty Sold Yes No Warranty Quote \$ 2450
Warranty Length
If Warranty Sold Re-connect In Months

Automatic Warranty Follow Up Task Reminders

Warranty not sold at delivery. Automatic warranty follow up task reminder connecting with customer offering warranty protection in :

1st Attempt	2nd Attempt	3rd Attempt
<input type="text" value="30"/> Days	<input type="text" value="60"/> Days	<input type="text" value="90"/> Days

Increase Warranty Sales With Automatic Follow Up Reminders
This Example Customer Did Not Purchase Warranty - Reminder To Connect Is Created At 30 60 and 90 Days After Sale Date To Offer Warranty Protection Plan
If Customer Did Purchase Warranty Three Reminders Are Created Starting 30 Days Prior To Warranty Expiration Period To Offer Customer Additional Warranty Options





Questions? 800-385-3584

THE PERFECT LEAD. EVERYTIME!

Report Dashboard

Advertising Report

Advertising Report

Staff Activity and Sold Reports

Staff Activity Report

Scheduled Tasks Report

Appointments Report

Sold Leads Report

BDC Assessment Report

Out Of Stock Report

Out of Stock Report

Webinars

Advertising Report

1:35

Measure advertising effectiveness with factual data on how much each lead and each sale costs your store to generate



Staff Activity Report

1:48

Verify staff follow up attempts and improve poor sales habits



Sold Leads Report

0:57

Compare Sold Leads Report Against DMS Data



Out of Stock Report

1:52

Maximize prior sales opportunities by re-stocking proper inventory creating more sales



- Understand Your Business With Easy To Understand Reports
- Advertising Report Helps You Identify and Then Eliminate Poorly Performing Ad Sources
- Staff Activity Report Displays How Many Follow Up Attempts Each Staff Member Makes
- Sold Lead Reports Displays Which Customers Bought From Your Ad Sources
- Out Of Stock Report Guides Wholesalers to Re-Stock Specific Inventory





Questions? 800-385-3584

THE PERFECT LEAD. EVERYTIME!

Advertiser Report

Report Dashboard

Smart Jump Back To: [Lead Dashboard](#)

Select Time Frame

From Jan 2016 To Jan 2016

Get Report

Export to Excel

January 2016 thru January 2016

Lead Source	Cost	Leads	Sold Units By Created Date	Cost Per Lead	Cost Per Sale	Conversion Rate	Sold Units By Sold Date
Autotrader.com	\$1,425.00	15	4	\$95.00	\$356.25	26.67%	5
Car Gurus	\$1,250.00	72	8	\$17.36	\$156.25	11.11%	10
Cars For Sale	\$0.00	2	0	\$0.00	\$0.00	0.00%	0
Cars.com	\$1,350.00	36	0	\$37.50	\$1,350.00	0.00%	2
Cars.com Bad Lead	\$0.00	1	0	\$0.00	\$0.00	0.00%	0
Craigs List	\$0.00	1	0	\$0.00	\$0.00	0.00%	0
Dealer Car Search	\$249.00	21	0	\$11.86	\$249.00	0.00%	0
Drive By	\$0.00	5	2	\$0.00	\$0.00	40.00%	4
Google Search	\$0.00	3	2	\$0.00	\$0.00	66.67%	2
Mojo Motors	\$200.00	1	0	\$200.00	\$200.00	0.00%	0
Referral	\$0.00	5	2	\$0.00	\$0.00	40.00%	2
Repeat Customer	\$0.00	24	1	\$0.00	\$0.00	4.17%	1
True Car.com	\$750.00	27	0	\$27.78	\$750.00	0.00%	0
True Car.com Bad Lead	\$0.00	1	0	\$0.00	\$0.00	0.00%	0
Unknown	\$0.00	14	1	\$0.00	\$0.00	7.14%	1
Totals	\$5,224.00	228	20	\$22.91	\$261.20	8.77%	27

- This Dealer Spends \$22.91 Per Lead and \$261.20 Per Sale In Ad Spending
- True Car Is Not Working And Needs To Be Canceled Saving \$9,000 Per Year
- How Much Does Each Lead And Sale Cost You?
- Do You Currently Have Full Confidence To Cancel Poorly Performing Ad Sources?



AUTOMATED eMail FOLLOW UP & TEXTING GET RESULTS



Questions? 800-385-3584

THE PERFECT LEAD. EVERYTIME!

Staff Activity Report

Report Dashboard

Smart Jump Back To: [Lead Dashboard](#)

Select Staff and Time Frame

Select Staff Member **Greg Goodwin**

Time Frame **7 Days**

Get Report

Last 7 Days Activity

22 Staff Activity Leads Sorted by Icon then Initial Date & Time

Per Page **50** Sort By: Icon First Name Last Name Year Make Staff Ad Source Initial Date Last Touch Date Touches [Export to Excel](#)

Customer	Phone	eMail	Year	Vehicle	Staff Member	Ad Source	Initial Date	Last Touched	Touches
Tiki Sims	678-630-4332	Y	2009	Toyota Camry Hybrid	G.Goodwin	Cars.com	02/09/2016	02/09/2016	1
Monea Carter	678-914-1627	Y	2007	Nissan Altima	G.Goodwin	Cars.com	02/08/2016	02/08/2016	1
Ezzra Willingham	678-600-9843	Y	2007	Bmw 5 Series	G.Goodwin	Cars.com	02/03/2016	02/03/2016	1
Freda Bradley	256-300-1494	Y	2006	Volvo S40 5 Cyl	G.Goodwin	Car Gurus	02/08/2016	02/08/2016	2
Courtney Holt	404-574-9434	Y	2008	Cadillac Dts V8	G.Goodwin	Car Gurus	02/03/2016	02/03/2016	1
Andrika Mcconnell	678-918-0750	Y	2015	Select Make Select Model	G.Goodwin	Dealer Car Search	02/08/2016	02/08/2016	1
Shinica Johnson	678-739-7385	Y	2004	Chevrolet Truck Tahoe V8	G.Goodwin	Dealer Car Search	02/02/2016	02/02/2016	1
Kisha # Davis	770-780-2355	Y	2005	Jaguar S Type V6 V8	G.Goodwin	True Car.com	02/07/2016	02/08/2016	2
Sharon Gordon	256-525-0608	Y	2005	Mazda Mazda 6 4 Cyl	G.Goodwin	Car Gurus	02/07/2016	02/08/2016	3
Palmer Talley	678-516-9246	Y	2004	Mercedes Benz M Class	G.Goodwin	Cars.com	02/07/2016	02/08/2016	2
Christina Bailey	404-472-6235	Y	2007	Infiniti G35 V6	G.Goodwin	Dealer Car Search	02/06/2016	02/06/2016	2
Savannah Fordham	678-975-5752	Y	2006	Jeep Grand Cherokee V6	G.Goodwin	True Car.com	02/06/2016	02/06/2016	2
Taylor Evans	678-907-3676		2004	Volvo Xc90	G.Goodwin	Unknown	02/06/2016	02/06/2016	1
Arnekia# Lofton	--	Y	2007	Nissan Altima 4 Cyl	G.Goodwin	Dealer Car Search	02/06/2016	02/08/2016	2

- Verify How Many Follow Up Attempts Your Staff Makes
- Improved Follow Up By Phone and eMail Will Increase Sales
- Do You Feel You Can Sell More Vehicles With Improved Follow Up?





Questions? 800-385-3584

THE PERFECT LEAD. EVERYTIME!

WORK EVERY LEAD PROPERLY

- Dealer Lead Track Will Guide Your Staff To Work Every Customer Lead Properly
- Your Leads From Autotrader.com, Cars.com, Car Gurus, Plus 240 More Sites Automatically Enter
- Finally - All Your Leads Are In One Place For Effective Follow Up
- Auto Responder eMail Sent Once Leads Arrive From Your Ad Sources
- Staff Will Manually Enter Phone Call or Walk In Traffic
- Staff Can Manually Send Quality Outgoing eMails From eMail Script Links

DLT Plus w Texting & Automated eMail

- Text Customers Inside Dealer Lead Track Improving Connections over 50%
- Create and Automatically Send eMail Marketing Campaigns. Included w DLT Plus Feature

INCREASE BACK END & FUTURE PROFITS

- After Sale Warranty Follow Up Reminders Help Increase Warranty Profits
- Send Scripted After Sale Thank You & Online Review Request eMail Improving Online Reputation
- Connect With Potential Repeat Customers Years In The Future Increasing Future Profits

UNDERSTAND YOUR BUSINESS

- Dealer Lead Track Will Help You Identify and Eliminate Poorly Performing Ad Sources
- You Can Now Verify Staff Follow Up Activity Improving Weak Follow Up Effort
- Wholesale Buyers Can Re-Stock Inventory Based on Actual Customer Leads

Time To Sign Up

- 30 Day Free Trial - 60 Day Trial w One Month Pre Pay For DLT Plus w Texting
- After 30 Day Trial - Only \$150.00/\$295.00 Per Month For Up To Ten Users With No Contract
- Easy Setup - Our Dealer Coordinators Handle Entire Setup
- Fill Out and Fax / eMail Sign Up Form And Start Improving Your Business Today





Questions? 800-385-3584

THE PERFECT LEAD. EVERYTIME!

Dealer Sign Up Form

Fax back to 800-474-8715 or
eMail to signup@dealerleadtrack.com

Dealership Name: _____

Address: _____ City State Zip: _____

Dealership Phone Number: _____ Dealership Fax Number: _____

Owner Name: _____ Owner Cell Number & Carrier: _____

Owner E-mail Address: _____

eMail System: circle one Outlook Gmail Yahoo Other _____

Advertiser Information (i.e. Autotrader.com, Cars.com, Cars For Sale, Car Gurus, True Car, etc.)

Advertiser Name: _____ Monthly Ad Spend: \$ _____

Advertiser Name: _____ Monthly Ad Spend: \$ _____

Advertiser Name: _____ Monthly Ad Spend: \$ _____

Advertiser Name: _____ Monthly Ad Spend: \$ _____

Advertiser Name: _____ Monthly Ad Spend: \$ _____

Advertiser Name: _____ Monthly Ad Spend: \$ _____

Select Dealer Lead Track CRM Basic CRM or **Dealer Lead Track Plus CRM with Texting and Automated eMail Features**

Dealer Lead Track Basic CRM

\$150.00 Per Month With Up To 10 Users or
\$95.00 Per Month Single User
After 30 Day Free Trial

No Texting or Automated eMail

Dealer Lead Track Plus CRM with Texting and Automated eMail

Full Communications Package with **Texting & Automated eMail**
\$295.00 Per Month With Up To 10 Users or
\$195.00 Per Month Single User

Includes One Text Line. Add \$10 Per Additional Text Lines
Includes 300 Texts Per Number Per Month .03 Per
Each Text Over 300. Requires
Pre-Paid One Month For 60 Day Full Access Trial



AUTOMATED eMail FOLLOW UP & TEXTING GET RESULTS



Questions? 800-385-3584

THE PERFECT LEAD. EVERYTIME!

Sales Staff Information

1. Sales Staff Name: _____ Password: _____
Cell Number: _____ Cell Carrier: _____
E-mail Address: _____ Title: _____

2. Sales Staff Name: _____ Password: _____
Cell Number: _____ Cell Carrier: _____
E-mail Address: _____ Title: _____

3. Sales Staff Name: _____ Password: _____
Cell Number: _____ Cell Carrier: _____
E-mail Address: _____ Title: _____

4. Sales Staff Name: _____ Password: _____
Cell Number: _____ Cell Carrier: _____
E-mail Address: _____ Title: _____

5. Sales Staff Name: _____ Password: _____
Cell Number: _____ Cell Carrier: _____
E-mail Address: _____ Title: _____

Have More Than 5 Staff? Just Print This Page Twice

Fax To 800-474-8715 or eMail to signup@dealerleadtrack.com

We Will Handle Entire Setup

AUTOMATED eMail FOLLOW UP & TEXTING GET RESULTS





Questions? 800-385-3584

THE PERFECT LEAD. EVERYTIME!

Dealer Payment Information

Fax back to 800-474-8715 or
eMail to signup@dealerleadtrack.com

Dealer Lead Track keeps subscription costs low by only accepting automatic payment options.

Dealer Lead Track Basic CRM

\$150.00 Per Month With Up To 10 Users or
\$95.00 Per Month Single User
After 30 Day Free Trial
No Texting or Automated eMail

Dealer Lead Track Plus CRM with Texting and Automated eMail

Full Communications Package with **Texting & Automated eMail**
\$295.00 Per Month With Up To 10 Users or
\$195.00 Per Month Single User
Includes One Text Line. Add \$10 Per Additional Text Lines
Includes 300 Texts Per Number Per Month .03 Per Each Text Over 300
Requires Pre-Paid One Month For 60 Day Full Access Trial

Credit Card Information

Dealership Name / Exact Name on Card: _____

Credit Card Type i.e Visa: _____

Credit Card Number: _____

Credit Card Expiration: _____

Credit Card Security Code: _____

Credit Card Billing Address: _____

Credit Card City State and Zip: _____

Your Name: _____

Sign: _____

ACH Check Information

Fax voided check to 800-474-8715

Any cancellation must be made via email 30 days prior to next billing cycle.
Thank You.





Questions? 800-385-3584

THE PERFECT LEAD. EVERYTIME!

Increase Your Profits With Classic Signature GAP and AUL Warranty Programs

Dealer Lead Track offers reduced rate Classic Signature GAP programs and AUL Warranty Programs to help dealers increase back end profits. These GAP and AUL Warranty programs remove middle man agency mark up passing the savings along to your dealership.

INCREASE PROFITS WITH CLASSIC SIGNATURE GAP

- Classic Signature GAP is Approved By All Major Lenders
- Simple Sign Up
- 125% or 150% NADA Retail Programs Available
- Buy Here Pay Here Program Available
- Reduced Rates Increase Your Profits and Protect Your Customers

GAP PROGRAMS AND RATES

Classic Signature GAP 125% NADA Rates

0-60 Month Contract	\$149
61-72 Month Contract	\$189
73-84 Month Contract	\$249

Classic Signature GAP 150% NADA Rates

0-60 Month Contract	\$159
61-72 Month Contract	\$215
73-84 Month Contract	\$280

Classic Signature GAP 125% NADA Buy Here Pay Here Rates

12-36 Month Contract	\$159
37-48 Month Contract	\$189

Not available in Montana, Nevada, New York and Oregon. Texas, Indiana and New Hampshire require special forms. Certain states have mark up limitations. Call today for program details.

AUL WARRANTY RATES AVAILABLE BY REQUEST

- Ask one of representatives to review AUL Warranty rates
- Simple Sign Up - We handle everything

Call 404-920-8529 To Sign Up
markbrandt@dealerleadtrack.com

AUTOMATED eMail FOLLOW UP & TEXTING GET RESULTS



All New - Game Changing - Wireless GPS Device Now Available

That's right. Wire Free GPS Tracking Device with 3 Year Battery Life For Buy Here Pay Here / RV / Boat Dealers

REDUCE RISK - ELIMINATE LOST VEHICLES BECAUSE OF DEAD BATTERIES

- No Wires To Cut - No Installation Costs - No Improperly Installed Devices
- 4G LTE Wireless Device About Same Size as Cell Phone
- Activate in 10 Seconds - Secure in Vehicle With Zip Ties - No Wires To Connect
- 3 Year Battery Life or 3000 Locations - 4 Year Device Also Available
- Locate Impounded Vehicles with Dead Batteries - Eliminate Removal Of Wired Device By Customer

Call 404-436-2757 For More Info

Old Vs. New



Order Today

