



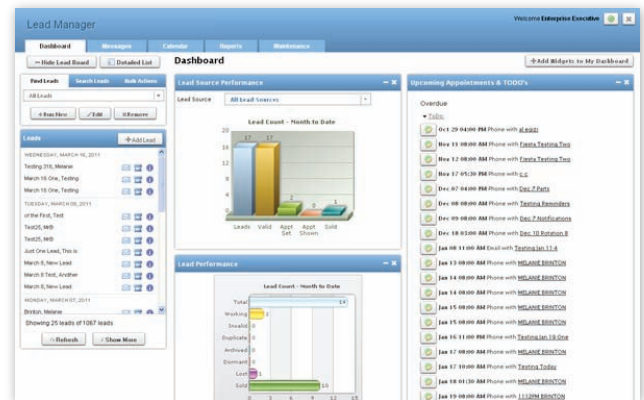
A missed lead is lost money

Internet marketing creates a high volume of leads, but dealers need solutions to help manage and convert leads into actual customers. Today's car buyers are looking for quick and helpful responses to their requests for information at all hours of the day and night.

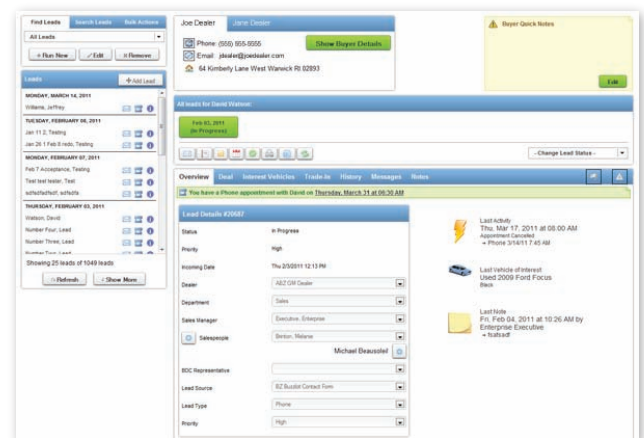
Lead Manager provides dealers an easy and efficient way to manage, track and automate your email communication and sales process to convert internet, showroom and phone leads into true life-long customers.

Simple

Let's face it, the more leads you stay in touch with, the more vehicles you sell. If you want to convert leads, you need an easy to use, easy to access, and easy to track lead management system. With our intuitive, web-based Lead Manager, you can work a lead from anywhere, including your mobile device. Get your leads delivered in real-time and always be the first to reach your customer with **automated** personalized email communication so you don't miss them on day one, three or thirty. Track and manage performance, tasks, appointments, and reports on your customizable dashboard, so you know the status of every salesperson and their sales cycle.



Dashboard



Lead Details

Effective

Converting a lead into a customer takes organization and proper follow-up. Staying on task to move a lead forward can be difficult in your busy day. Lead Manager provides efficiency with robust lead routing rules, so you can get those hot leads to the right person at the right time. Never miss a beat or a lead with real-time pop ups and SMS alerts, and calendars with drag and drop functionality for those on-the-fly updates.

Integrated

Your dealership's website, phones, and showroom are all hot lead sources. Being able to capture and track customer information is critical to your sales success. Lead Manager gives you the tools to integrate on-line lead sources (even from 3rd party providers), inbound calls, vehicle inventory, and manufacturers' leads in a single system. Coordinating your customer responses from one system provides a consistent user experience and avoids duplication, so your customers don't receive conflicting information.



To learn more about Lead Manager,
email sales@cobalt.com or call your Cobalt
representative today.

1.888.384.5881