

# 2012 Packages

		\$1399	\$2599	\$3099	\$5399	\$5999	\$9999
Inventory Module		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10 eBay Listings		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mobile app		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Market Pricing Tool (w/2 bookouts)		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
VIN Website			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ILM/CRM				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sales Process					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Campaigns					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Business Development Center					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
VinLens					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Service					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Desking & Finance						<input type="checkbox"/>	<input type="checkbox"/>
Digital Marketing							<input type="checkbox"/>
		NI	BRONZE	SILVER	GOLD	PLATINUM	DIAMOND

# Product Descriptions & Details



## Inventory

- Integrated Web based solutions
- Custom reports and dashboards
- Alerts to your PDA



## Market Pricing Tool

- True Competitive Advantage
- Integrates directly with all facets of your other products
- Compare inventory to competitors



## Websites

- Integrated mobile websites included
- Detailed reporting and analytics
- Real-time photo, inventory uploads, edits and videos
- One-click inventory
- Search Engine Optimized
- Enhanced credit applications with Video Avatar
- Rebate integration and customized vehicle pricing
- AIS Rebates
- Click to Chat



## CRM/ILM

- Transparent lead and call tracking, routing and monitoring from creation to conversion
- Custom processes and lead rules with automatic routing
- Real-time and trackable customer text messaging
- DMS to CRM sales matching
- Mobile access



## Sales Process

- Standard and custom automatic process creation
- Video responses, surveys, templates, custom stationery, quality content and more of your dealership name



## Campaigns

- Equity mining fully data searched (sold, service and prospect)
- Standard and customizable campaigns and reports
- Outsource third market mailing, calls and email distributions



## Business Development Center

- Multiple rooftop collaborative CRM functionality
- Facilitates interactions with customers through all channels
- Supports coordination of employee teams and departments
- Forecasting and mass customization



## VinLens

- Visible real time analytics from your website
- Links activity to customer record in CRM
- Transparency to lead source, Website visit duration and page visits



## Service

- CRM Integration
- Customizable service dashboard and views
- Drag-and-drop service scheduling and appointment details



## Desking & Finance

- Desk multiple deals, bookout vehicles, appraise trades, edit customer info and more
- Integrated with your CRM
- Create professional sales proposals and print deal packet forms
- Real-time DMS pushes and lead source integrations
- Integrated vehicle incentives and vehicle finder tools
- Create loan, lease, payment and A/B worksheets
- Integrated credit reports and OFAC checks



## Digital Marketing

- Social Media Marketing (SMM)
- Complete social media integration, monitoring and management
- Advanced Facebook and Twitter designs

