





CROSSLEY FORD  
6405 METCALF  
OVERLAND PARK, KS 66202

## **RE: VINSOLUTIONS' SILVER PACKAGE PROPOSAL**

Dear Todd:

We're pleased to present this proposal for a VinSolutions products package tailored to fit your specific dealership's needs. When you select VinSolutions, you are teaming up with outstanding software developers, knowledgeable sales people, thorough trainers, and dedicated customer service consultants. Our goal is to partner with you for the life of your business. We understand that long-lasting relationships based on trust are valuable, and to show our good faith we won't ask you to sign a long-term contract. We'll earn your trust and your business every day by providing you with the best products and services in the industry.

When we receive the following information, we'll initiate the solutions sequence that will help you drive your dealership's success:

Go to <http://www.vinsolutions.com> and click the "create account" tab at the top right hand corner.

Read and click the "I read and understood" icon just above the continue button, then click the continue button.

Fill out the required fields and click on the "sign-up!" tab. An e-mail will be sent to your Regional Manager and they will contact you shortly.

Please note any alterations to this proposed solutions package will necessitate a new quoted price reflecting the desired changes. We look forward to working with you, and appreciate the opportunity you've given us to earn your business.

Best regards,  
Don Favero, Sales Guy



## MOTOSNAP™ ILM - INTERNET LEAD MANAGEMENT

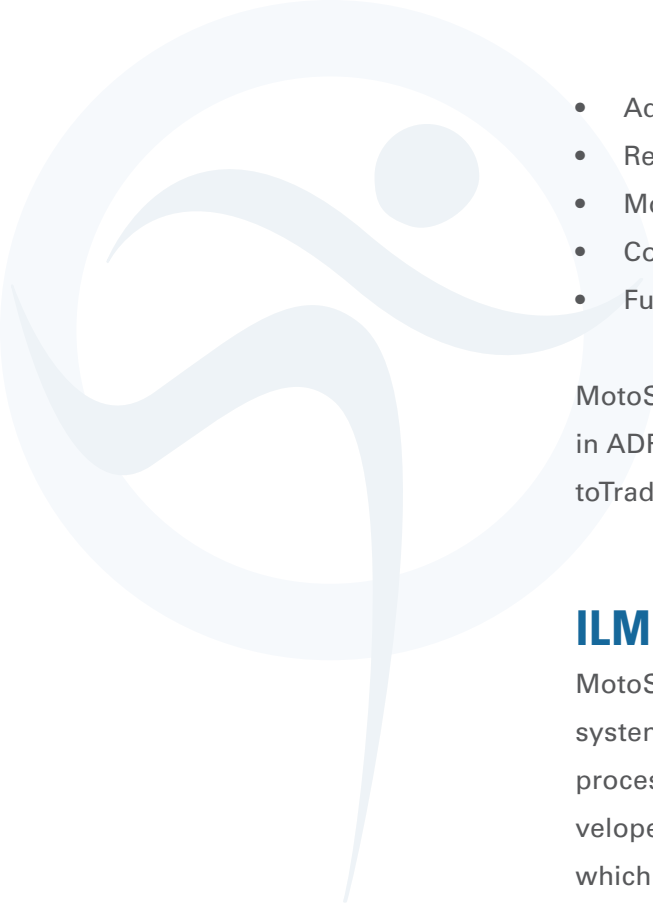
Does your current Internet Lead Management solution allow for a quality automated response that automatically includes detailed vehicle descriptions, photos, brochures, and/or similar vehicles?

With VinSolutions MotoSnap Internet Lead Management (Automotive ILM), you can send automatic responses that include all of this and more. With our revolutionary system you can have complete access to your entire new and pre-owned inventory within the ILM. This allows the quickest response to inquiries with the use of inventory photos and details automatically included in the email message reply.

- MotoSnap ILM handles your common Internet Manager headaches
- Duplicate leads
- Compiling management reports
- Tracking customer responses
- Emailing photos and videos to customers
- Being skated by the showroom staff

### MOTOSNAP ILM FEATURES:

- Automatically catch and track duplicate leads. Save thousands of dollars from paying multiple vendors for the same lead.
- 100% internet based. No software or other components to install.
- 100% email integration. Customer and internal emails in one place.
- Receive prospect emails in real time. No more 15-30 minute delays to simply receive leads and responses
- Easily email vehicle photos and details to the prospect via our seamless integrated inventory module
- Automated emailed brochures including similar vehicles
- Easily email videos to prospects
- Fully customizable sales processes
- System keeps track of all prospect history and communication.
- Mobile alerts notify your salespeople instantly when a new lead arrives
- Respond to customer emails on your smart phone for quicker response times
- DMS integration to pull sales data automatically (ADP, ERA, Arkona)
- Lead source ROI reports
- Anti-skating and customer duplication

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- Advanced HTML editor for email and templates
  - Receive automated management email reports of daily activity
  - MotoFactory™ Used Car Factory
  - Complete BDC department support
  - Fully integrated with optional MotoSnap™ CRM

MotoSnap ILM can receive sales, service, and parts leads from any source in ADF XML or STAR format. Including leads from OEMs, Cars.com, AutoTrader.com, eBay, your website, and hundreds of other websites.

## ILM FACT SHEET

MotoSnap ILM offers a low cost, easy to use Internet Lead Management system that lets any size automotive dealership manage staff, leads and processes with the click of a button. All of Motosnap features were developed by people from the auto industry for people in the auto industry which offers the automotive dealer a seamless web based solution with state of the art technology- that makes you money.

## EASY TO USE

The Motosnap suite of web based solutions Include: CRM (Customer Relationship Manager) ILM (Internet Lead Manager) inventory modules and a low cost fully integrated website solution.

- Automatic Emails
- Schedule Phone Calls
- Schedule Faxes
- Schedule Appointments
- Schedule Emails
- DMS Integration
- Response Time Measurement and Reporting
- Manage and Monitor Incoming Leads
- Text Message on your Cell phone when a Lead is Received
- Reduce Response Time to customers by Automatic Emails
- Lead Provider Return on Investment
- Create VinBrochures for Each Car in your inventory
- Phone Scripts for Phone Calls-While you Call!
- Track Walk-Ins, Phone Ups, Internet Leads and Previous Customers



## SERVICE FEATURES

### LEAD MANAGEMENT

Sales success depends on effective lead management and the optimization of lead flow across your internet department. MotoSnap helps you track prospect inquiries and seamlessly route qualified leads to the right people, ensuring sales reps get instant access to the latest prospects and leads are never dropped or lost.

#### Benefits:

- Ensure no leads are dropped
- Improve responsiveness to prospect inquiries
- Automatic management notification of inactive sales reps
- Increase lead conversion rates
- Build different lead management processes for different groups optimize your marketing spend by rejecting bad leads
- Optimize lead flow from capture to close

#### Details:

##### Bad Lead Rejection

MotoSnap automatically returns bad or duplicate leads to where they came from. No more hunting for credit or paying more than you have to.

### AUTOMATIC LEAD ROUTING

Set up lead queues and lead assignment rules to automatically route leads to the right sales rep based on customized business rules. Lead routing can be based on a combination of any custom criteria such as time of day, lead source, new/used and make/model

### LEAD TRACKING

Monitor leads end to end from creation to conversion including automatic date/time stamping, campaign or lead source tracking, status changed, and lead activity management.

### LEAD MANAGEMENT PORTAL

Manage all prospective sales inquiries from all sources, phone prospects, and walk-ins in one area. Easy to use interface helps you sales reps stay focused and aimed at the right targets.



## AUTOMATIC MANAGEMENT NOTIFICATIONS

Set automatic triggers for e-mails or lead transfer based on activity time. First 30 minutes are critical to any sale, managers will know when someone dropped the ball.

## INTEGRATED CAMERA

Use the custom-built VinCamera to easily gather photos and then seamlessly integrate them into your management portal.

## E-MAIL PROSPECTING AND TRACKING

MotoSnap's e-mail tools help you empower reps to send high impact, graphically rich e-mail messages to prospects and to easily track the response, improving professionalism and effectiveness.

### Benefits:

- Improve effectiveness and productivity
- Increase the professionalism of your external communications Refine your messages by monitoring which templates are most successful.

### DETAILS:

## E-MAIL TEMPLATES

Setup professional looking HTML e-mail templates for your sales rep to use in prospecting activities. E-mail templates can include company branding and graphics for maximum impact.

## PERSONALIZATION

Reps can personalize e-mail templates with relevant notes and car information before sending to prospects and customers.

## MASS E-MAIL

Reps can create a mass e-mail in one shot as part of their own prospecting and pipeline building activities.

## TRACKING

Track the success of prospecting e-mails by monitoring key metrics such as whether the recipients opened the messages, when they opened them, and for how long.



## REAL TIME ALERTS

With real-time alerts, the right people receive automatic, real time notifications of critical business events anytime, anywhere even via wireless devices.

### BENEFITS:

- Increase responsiveness to customer needs
- Ensure no critical issues goes unnoticed
- Increase efficiency

### DETAILS:

#### TRIGGER RULES

Create custom rules based on fields in MotoSnap to trigger alerts.

#### INSTANT, DYNAMIC ALERTS

Alerts are automatically sent in real time to the right individuals, ensuring that no sales opportunity or issue goes unnoticed.

#### ANYTIME ANYWHERE DELIVERY

Alerts are delivered via e-mail, including to e-mail enabled wireless devices such as Blackberry

#### MOTOSNAP ILM

Automates the internet department sales process of capturing, tracking and responding to leads from your web site, Manufacturers and third party lead providers. MotoSnap ILM is the only technology available that automatically captures the customers lead information and sends them a "VIN Brochure" on the vehicle they inquired about, as well as information on all similar vehicles in your current inventory.

#### MOTOSNAP INVENTORY

Is a web based, interactive module that allows your dealership to be in control of all your Internet marketing initiatives:

- Manage and advertise online inventory
- Manage photos
- Lead Management
- Dealer Websites
- Print Window Stickers and buyers guides ...And much, much more!



## MOTOSNAP INVENTORY DMS EXTRACTION

Provides seamless integration between your inventory and Internet marketing. MotoSnap DMS extraction polls your Dealer Management System every night for new and pre-owned Cars / Trucks / motorcycle inventory changes.

## MOTOSNAP DMS EXTRACTION

Processes inventory changes on our server to add incoming vehicles and remove sold units from your Internet marketing sites. This eliminates the need for physical monitoring of several sites to meet truth in advertising benchmarks.

## TRAINING

Continuous free ongoing training is available via Web-Ex whenever or wherever convenient for you and your staff.

## MOTOSNAP™ VIDEO FUNCTIONALITY

VinSolutions' provides robust video capabilities. Videos can be uploaded in most common video formats and then utilized in a variety of ways within the MotoSnap suite of products.


### Video Functionality Overview

- Upload videos from your video or snapshot camera
- Optionally use our VinCamera to easily capture videos of your inventory
- Inventory walkarounds, video greetings, TV commercials and more are supported
- Post your videos on your website, YouTube, Cars.com, AutoTrader.com and other sites
- Gain valuable Video SEO benefits
- Easily email inventory videos to customers with MotoSnap CRM or ILM
- Easily email video greetings, TV commercials, or other content with MotoSnap CRM or ILM

## YOUTUBE VIDEO SEO BENEFITS

VinSolutions can send all of your videos directly to your own YouTube account. By sending your videos to YouTube you can also benefit by what is called "Video SEO". YouTube's videos are rated very highly by Google and other search engines for common search phrases like "make model city". Therefore, these search results can potentially return your YouTube





videos ranked highly in the search engine rankings. This provides you more opportunities to brand your dealership, drive website traffic, and out-rank your competitors in the search engine rankings!

Please note that videos of your inventory are automatically removed from YouTube when the vehicles are sold.

## SAMPLE WALKAROUND VIDEOS

Video walkarounds create a much better presentation of your vehicle than photos alone. Start taking your own walkaround videos today and send them to your website, AutoTrader.com, Cars.com and more!

MotoSnap BDC (Business Development Center)

### Multiple or Single Rooftops – Single Screen, Single Log-In

Business Development Center (BDC) functionality for multiple or single rooftops is easily supported within the MotoSnap™ CRM and ILM. Business development agents (BD Agent) can easily be assigned tasks to assist in Internet leads, unsold followup, sold followup, service followup and much more. For multiple rooftop dealership groups (see Enterprise) a BD agent can easily view and complete tasks across all the stores. Performance reports are available to track how well your business development agents set appointments and what happens with those customers.

MotoSnap BDC was developed by a group of automotive and business experts. They are specialist in dealership operations, sales process, e-commerce, telephone and sales training. They are qualified to train, and set up; phone center, BDC operations, and sales departments. All of this allow your dealership to concentrating on what it does best; match the customer to the vehicle that meets their needs.

As you know, a well trained Business Development Center can increase monthly showroom traffic by upwards of 25-35%. Our goal is developing and training your BDC to manage all the incoming, outbound sales calls, sold follow-up, unsold follow-up, and internet leads. VinBDC has taken a total accountability management approach to insure that our dealers and their customers are dealt with in a timely and professional manner, to increase profitable opportunities.