



TOPICS

1. Website Overview
2. Importing Internet Leads
3. Target your database!
4. GoToMeeting Training
5. ProVideo
6. The benefit of ZP4
7. New Email Feature
8. Tip of the Month
9. ProResponse is now at your Fingertips



Website Overview:

► DAILY AGENDA

You can see all of your paper reports on line. Enter customers, edit customers, view contact history, and see prospect and customer activity all in one place!

► SEND AND RECEIVE EMAILS

You can send and receive emails and compile an array of templates which will save you time when doing your email follow up. You can display pictures, add global links and send an attachment.

► SEARCH FOR CUSTOMERS

By first or last name, email address, phone number, make, model, keywords. Etc.

► REVERSE SEARCH

Phone numbers to addresses and find neighbors of people you just sold a car to so you can send them a letter.

► VIEW WORKING DEALS

See all of your hot prospects and deals in real time.

► APPOINTMENT CALENDAR

See your appointments by day, week or month.

► SEARCH FOR POSSIBLE TRADES

All prospect trades for the dealership will be on-line in this "virtual lot". Have a customer looking for a particular vehicle you don't have in stock? See if anyone out there is looking to trade something similar.

► VIEW LETTER SERIES

You can see all the letters available to your dealership right on line so you can determine what letter series fits your specific needs.

► MANAGER'S REPORTS

All of your reports are available on line or we can email them to you. If you only want a report on Saturday, that is when the report will be emailed to you.

► CREATE CUSTOMER LISTS

This is a management function where you can data mine your customer base by make, model, year, area code, zip code to your store, etc. Sales reps can use this function with management permission.

► SEND A PERSONAL VIDEO

with ProVideo you can send a personal video right from the ProResponse website.

ILM – Internet Lead Management



We can setup your internet leads to import into our system. The leads can be assigned to sales reps or managers can have the ability to assign the leads through our website.

ProResponse's ILM will autorespond to the Internet prospect and allow you receive immediate alerts on your cell phone, PDA or by email. Follow up all of your Internet traffic fast and easy!

Target your database

Plug into the power of your database!



ProResponse houses **all your sold customers and prospects** in our secure servers. Get your message to the right audience! Mine your secure customer database by make, model, year, area code, zip code and more!"

To help save on postage you can also send out an email blast. It could be to inform the customer of a future sale, send out service coupons or a newsletter. You can create and send the emails through our website or just send us the information and we can put the email together for you.

GoToMeeting Training!

Have new sales reps?

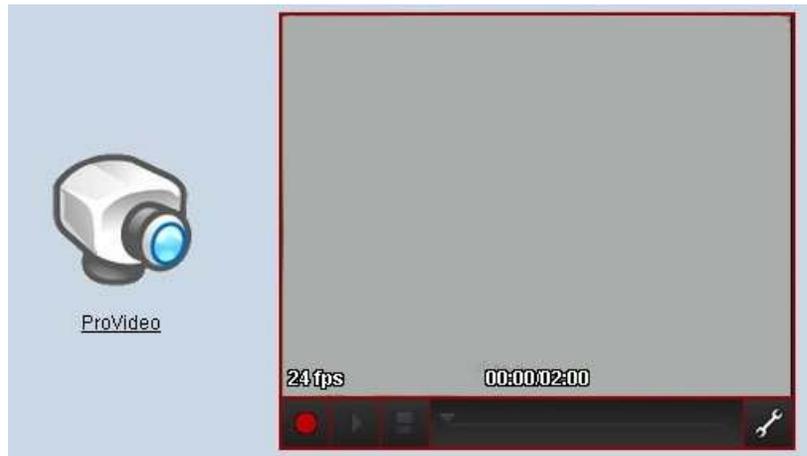
Need training on our website?

Want to see our ILM capabilities?

ProResponse will conduct on-line training for your staff. Training is available on the 2nd and 4th Tuesday of every month. Just call Customer Service at 800-608-7887 or email us at customerservice@proresponse.com to schedule your training.

ProVideo is here!!!

USE YOUR  iPad or ANDROID TO SEND VIDEOS



Use your web cam, camera phone or tablet to send prospects and customers videos of yourself or the vehicle they are interested in! You can thank them for visiting, wish them Happy Birthday or send Holiday Greetings!

The benefit of ZP4

You may have noticed the plus 4 digits that we add to your letters and envelopes.

We zip correct your addresses and run them thru NCOA (US Postal Service National Change of Address) on a nightly basis in order to attain the extra four digits for the zip code.

Why is this so important?

Because, if you mail a letter in the local area with the zip-plus4 it will get to the customer the very next day!!!

Don't forget to PS your letters!
And don't use BLACK or RED ink.
Use BLUE or GREEN ink!!!

ProResponse is right at your fingertips!!!



Just go to WWW.PRORESPONSE.COM/MW
and put in your Dealer Code, User Id and Password

**CALL OR EMAIL RIGHT FROM YOUR CELL PHONE.
SEARCH FOR CUSTOMERS AND MORE!**

