SALESALERT™

Best Practices

3 THINGS TO DO IN 15 MINUTES TO IMPROVE PERFORMANCE

1 REVIEW LOST SALES

Check-in on the SalesAlert online report daily, the report is refreshed nightly with updated defections.

2 STOP CHASING LOST LEADS

Instead of following up with lost leads, focus on working leads that are still shopping.

3 IDENTIFY TRAINING OPPORTUNITIES

SalesAlert provides you with the ability to provide instant, real-time feedback to your salespeople, because lost sales are reported by salesperson, sale date, customer information, requested model, lead source and sale type (competitive or same brand OEM).

"Based on the information provided in reporting, we know that a customer purchased elsewhere whether it was same brand, same OEM, or competitive OEM and provide training when necessary."

- SalesAlert Dealer

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OPTIMIZE BY ROLE

You can customize daily defection email notifications to come any day of the week and to anyone on your team.

Encourage the sales staff to regularly check SalesAlert to highlight defected leads and identify training opportunities.

SALESPEOPLE & BDCs

Ensure BDC and Salespeople are familiar with the SalesAlert report and are able to identify a competitive sale within the CRM. If configured within SalesAlert, leads automatically update with a competitive sale event to signal a defection - understanding which leads defected, allows them to switch focus and spend more time on in-market leads.

SALES MANAGER

Sales Managers should access the SalesAlert report daily to direct sales' effort towards leads with the highest closing potential. In addition, they can provide real-time performance feedback with the salesperson feature when competitive sale events occur.

MARKETING MANAGER

Recalibrate marketing efforts by removing defected leads from an automated sales follow-up to enhanced messaging relevance and improve consumer loyalty.

To learn more about optimizing your dealership's performance, call or email:

SalesAlertSupport@ChannelVantage.com

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