

ADP Sales Contact Management (SCM)

Keep Your Customers Doing Business with You.

DEALERSHIP AREA

Vehicle Sales
Parts Sales
Service Sales
A/R Collections
Target Marketing

ISSUES

- Centralizing customer and prospect information
- Business-to-Business functionality
- Ease of use
- Accessibility from anywhere salespeople may be

If you are like many dealers, critical customer and prospect information is stored on sticky notes, in spiral notebooks, or inside a salesperson's head. Your more progressive salespeople may use a PC-based CRM tool, but the information is not shared with anyone else. When a salesperson leaves the dealership, so does the customer information. Not very comforting in today's ultra-competitive market.

With ADP Sales Contact Management, your salespeople easily enter customer and prospect information into a **centralized database** that you control.

Your sales managers will be able to see what each salesperson is doing with every critical customer. No more guesswork when it comes to weekly call reports. Salespeople will be able to see customer-specific vehicle, parts and service information that has traditionally been locked deep inside the Dealer Management System. Accounts Receivable will be able to store notes relating to important collection issues. And your marketing department will be able to use SCM to target key segments of your customer database.

Integration saves time and reduces errors

Integration with your ADP Dealer Management System reduces manual entry of information and allows SCM users to view important DMS data. Name, address, telephone and main contact information can be transferred directly into SCM. In-stock vehicle information is viewable, and information entered into the SCM vehicle quoting system is transferred into ADP F&I. Vehicle, parts and service sales history is queried when creating Campaigns.

Designed specifically for Truck Dealers

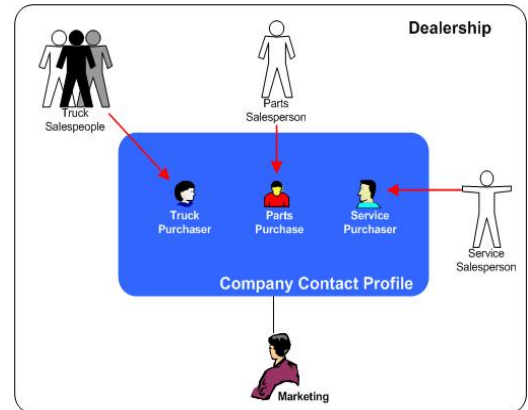
Sales Contact Management is a commercial-grade CRM product developed in truck dealerships. The system is designed for truck sales managers and truck salespeople. Screen designs, data fields and system work flows are truck-specific.

Easy to learn and use

Intuitive and uncomplicated, SCM is simple to understand and very easy to use, even for first-time users. In addition, SCM can be accessed from anywhere the Internet is available.

Measure and reward sales activities

Sales Contact Management includes a system that tracks and awards points to salespeople based on the targeted activities that you decide to emphasize. The point system allows managers to easily track SCM usage and customer specific activity.



ADP Sales Contact Management (continued)

SOLUTION
OVERVIEW

The screenshot displays the ADP Sales Contact Management interface for the ADP Truck Group. It features a navigation menu with options like Customers, Customer Admin, Sales Quotes, Reports, My Profile, Campaigns, and Help. The main area is titled 'Today's Appointments' and includes a calendar view for October 2008. A list of appointments is shown for the week of October 27-31, with details such as time, customer name, and description. A 'To Do List' table is also visible, listing tasks with columns for Customer, Description, Status, Due, and Note. Red annotations highlight specific features: 'Print Call Sheets', 'Reschedule a Call/Appointment', 'View/Edit the Customer Profile', 'Add a New Call Report/Log', and 'Overdue Tasks'.

Customer	Description	Status	Due	Note
Dallas Home Improvements	Call Truck Paper Leads - Truck Paper Leads	In Progress	10/7/2008	
Agriculture Supply Chain	Call TX customers - date-Texas Customer Phone Prospect		10/31/2008	

SCM makes it easy for Sales to manage and record daily customer contacts.

Vehicle Quotes

SCM's quoting system allows commercial vehicle salespeople to easily create, track and present quotes that include extensive vehicle specifications and related information. Quotes can be turned into Buyers' Orders and easily transferred to the ADP F&I system.

Campaign Management

Whether you are running a Parts or Service special, or targeting a specific group of prospects based on criteria such as "next anticipated purchase date" or "prospect ranking," the Campaign function of SCM can help by creating target market lists based on various criteria.

Business Development Center (BDC)

Customizable BDC set-ups enable you to choose which events occurring in your dealership will trigger activity in Sales Contact Management. For example, if a repair order is opened on a vehicle with over 500K miles, you may want SCM to automatically notify the assigned salesperson so they can talk to the customer about a new vehicle.

Conversion, Installation and Support

If you are currently using another CRM system, ADP will convert your clean database into Sales Contact Management prior to installation. Our team will provide onsite installation and training for your sales managers, individual sales personnel and marketing associates. Ongoing support is provided by the world-class ADP customer service organization.

Follow-up

During the weeks following your installation, ADP will provide proactive remote follow-up training and reporting with your sales manager or designated product champion. This follow-up insures that SCM becomes a natural part of the everyday processes in your business.

Properly maintaining your customer relationships will help make a difference to your bottom line, especially during challenging economic times. Ask your ADP Sales Representative how you can sign up TODAY for a live demonstration of Sales Contact Management!

To learn how ADP's Sales Contact Management can drive additional sales, please call us at 800.488.7825 ext. 6599, or visit us online at adpdealerservices.com.