

## Automotive Dealer Customer Relationship Management

**Your sales people are on the line for you everyday. Give them the tool they need to make them more efficient and productive.**

There are companies out there that think they can manage your customers better than you. They claim that your sales agents are either too busy, or too incompetent, to follow up with new prospects and sold customers. You know that no one in an office hundreds of miles away is going to sell a car. It takes your entire team of sales people and managers to close the sale and keep customers coming back to buy their next car and the next.



While sales people are strong in product knowledge and the road to the sale, they often lack the organizational skills to continue working a customer that doesn't buy right away. Your managers are managers because they demonstrated great closing ability when they were selling, not necessarily because they are exceptional in customer development.

### Minatek CRM Auto Edition Features

- Runs on a stand-alone PC, and does not require a network
- No special skills to use it. Developed for receptionists to manage

**"Give me something that I can use, I don't have time for this!"**

*DP, General Manager*

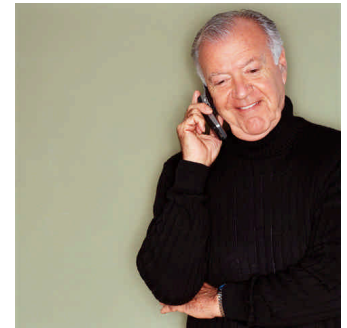
Minatek CRM Auto Edition was developed in such an environment over a period of three years with sales agents ranging from novices to Gold level winners, and with managers having grown up in the car business set in their ways to those freshly promoted from the sales ranks. It has been designed, tested, and re-worked over and over again to make sure it enhances what you people do every day.

Minatek CRM Auto Edition is not full of bells and whistles, or features that you neither need nor want. Most of the competition tries to impress you with their fancy tools and multitude of reports that require daily attention just to keep it running. If you're not lucky enough to have a computer guru just to keep it going, much less publishing and interpreting reports, you end up paying the monthly costs until the contract runs out while it gathers dust.

- No extensive training required. Minatek CRM Auto Edition is intuitive and is up and running within minutes out of the box
- Does not require extensive management attention to maintain
- Sales agent daily work plans are simple to use
- Management reports are clean and precise, giving you what you need to manage on a daily basis
- No recurring monthly charges

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[www.minatek.com](http://www.minatek.com)  
for more information

# Minatek CRM Auto Edition



**"Minatek's CRM is easy to use. Now I can get rid of all these scraps of paper and copies of buyer's orders stuffed in my desk"**  
*BF, Veteran Sales Agent*

**"I needed some way to keep up with all these ups I'm getting. I lost track and couldn't remember who I talked to last week"**  
*JJ, Novice Sales Agent*

**"I've got to have something that helps sell cars, not print pretty reports"**  
*WS, BDC Manager*

**"With the sales log report, I can see which agents are on track and who's not going to see enough people by the end of the month"**  
*CM, New Car Sales Manager*

**"With the daily work plans I can see what my sales people are doing. Who's working and who's not pulling their weight"**  
*DK, Floor Manager*

**"No wonder (name withheld) is not selling any cars. He only demos half his ups and writes up less than that. It says so here on the sales log report"**  
*RL, General Sales Manager*



With CRMs on the market today, recurring monthly cost can quickly reach over \$6,000 in just the first year! That doesn't include set up costs and training.

You will rarely need technical assistance with our product because we designed Minatek CRM Auto Edition to be easy and intuitive; however, we do include several free incidents.

Ask a sales associate for details.

# CRM