

# OPTIMIZE YOUR LEAD MANAGEMENT

Knowledge refreshment • Process implementation • Implementation of your Road to Sale

## Are you managing your leads optimally?

Our consultants-trainers guide your teams to **maximize your lead management** with the **CRM Pro 360** suite by adapting to your objectives and dealership processes. During this one-day training session, we will establish KPIs based on your strategy so that you can concretely measure your improvement.



## Implement better practices

Re-establish the basics of effective CRM use and **implement lead management best practices** with our experts. Always up to date with industry news, they will make sure to improve your processes to increase the return on investment of your tools.

## TRAINING OVERVIEW

Your employees will benefit from an 8-hour training session adapted to their knowledge. The training is composed of three flexible modules:

### Traffic Management



- Implementation of a lead attribution process, roles and concrete actions to take based on their source

### Data management



- Analysis of the lead creation process based on the source for a better understanding of CRM 360
- Training on data fidelity depending on their source

### Follow-up management:



- Implementation of the steps of your "Road to Sale"
- Training on tasks, appointments and follow-ups

Increase your conversion rate today

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Want to establish medium/long-term strategies to improve your team's performance? **Optimize your results with regular follow-ups from our consultants.** Ask your account manager about our follow-up offers.