

Improved Dealer Sales Reporting Compliance Increases 122%; Reported Sales Conversions up 48%

Client:

A hot tub manufacturer with 900 dealers in 57 countries.

Background:

The manufacturer uses SmartLead to capture, qualify, nurture and distribute leads that are generated from a variety of marketing vehicles. All of these leads are captured through “Find a Dealer” Web pages created and hosted by SmartLead. Annually, more than 100,000 leads are distributed to the manufacturer’s 900 dealers.

SmartLead’s print, direct mail and e-fulfillment services nurture prospects by distributing literature within 24 hours of the inquiry to drive prospects into dealer showrooms.

The Challenge:

After SmartLead distributes qualified leads to the dealers there was little information returned to the manufacturer regarding the results from these leads. Were they sold? Did they buy a competitor?

Sales people at the dealers weren’t entering data into the manufacturer’s SmartLead lead management system, making it impossible for the manufacturer to produce accurate reports, conversion rates and analysis.

The manufacturer wanted to close the communications loop by getting the dealers’ sales people to report sales results.

The Solution:

The SmartLead Contact Center regularly contacts each dealer to follow-up on the leads distributed to the dealer. Dealers are encouraged to record sales results in the manufacturer’s web-based SmartLead lead management system. The system tracks marketing effectiveness, dealer compliance and sales conversion rates for the manufacturer.

The Results:

- The call center program increased dealer compliance by 122% during the first 18 months of the call center program.
- Reported sales conversion rates increased by 48% during the first 12 months.
- Based on the SmartLead system’s “Marketing Effectiveness” reports, the manufacturer fine-tuned its television advertising efforts.

About SmartLead and AdTrack

Since 1981, companies have relied on SmartLead's customized lead management systems and best practices to smoothly and seamlessly manage leads from the moment the leads are generated, through qualification, ranking, nurturing and distribution to sales people or channel partners.

SmartLead is the only full-service lead management company with:

- Dedicated account managers to advise clients on best practices and implement their programs
- Web-based lead management, sales force automation systems
- Insightful analytics system
- In-house marketing services: contact center, direct mail, email, printing, web hosting, and fulfillment/warehouse.

▶ **Pioneer in Lead Management** ▶ **Unequaled Expertise**
▶ **Comprehensive In-House Services**

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