

# ADP Sales Contact Management (SCM)

## Keep Your Customers Doing Business with You.

### DEALERSHIP AREA

Truck Sales

Parts Sales

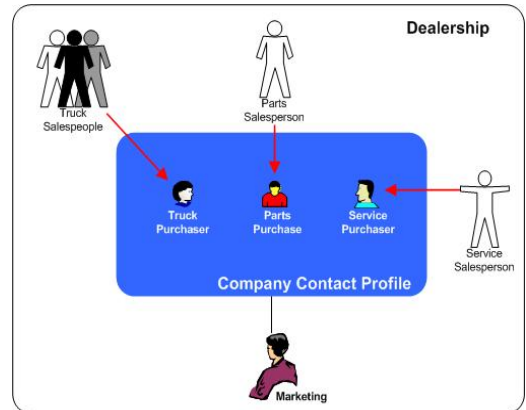
CRM

### ISSUES

- Collecting and Utilizing Customer Information
- Driving Additional Service and Parts Revenue
- Efficient Customer Communication

Critical information about your commercial customers, what kinds of vehicles they are looking for, what their business is, and what's important to them should always be at your fingertips. If this information is inconveniently stored on sticky notes, in pocket-sized notebooks, or inside your salespeople's heads, you may not have access to it when you need it.

Effectively matching up your customers' needs with your inventory can make a huge difference in whether or not you get the sale. Sales Contact Management (SCM) makes it easy to manage the data—it's the only program available that's been designed specifically for your business-to-business relationships AND that's integrated with the ADP Dealer Management System (DMS).



### SEE HOW SALES CONTACT MANAGEMENT TIES YOUR INFORMATION TO MEASURABLE SALES ACTIVITIES

#### Customer Information

SCM allows you to store ALL the data you'll need on your current and prospective commercial customers. That means you can track business-related information (what type of business, how many units they have, what makes they own, what they are looking to purchase and when) as well as contacts and related department and phone/email for each. Track when and how they have been contacted and what are the result of those contacts.

#### Vehicle Information

Detailed and accessible vehicle data allows you to locate just the right unit for a customer request. Store much more detail than you can on the DMS...information that is critical for Truck, Trailer and Bus tracking. Then use that data to sell more of your inventory!

#### Campaign Management

Whether it's a special you're running in Parts or Service, or a more targeted campaign for buyers with a "next anticipated purchase date" in the next three months, Sales Contact Management provides a tool for managing campaigns. Specify dates, departments, target market and related tasks, then manage the associated tasks using the system.

#### Business Development Center (BDC)

Customizable BDC setups enable you to choose which events occurring on your DMS will trigger activity in Sales Contact Management. This automation allows one-time setups to increase revenue by having the application monitor customer activity instead of the sales team. For example, if an RO is opened in Service on a unit with over 500K miles, you may want to notify your New Truck Sales Manager of a potential opportunity.

# 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 for October 2008. A 'To Do List' table is shown at the bottom with the following data:

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.

## Installation and Support

If you're currently using another system to track some of this data, we will convert your clean database into Sales Contact Management prior to your installation. Our Implementation specialists will install the application onsite, working directly with your Sales and Management teams to provide training so that they can incorporate SCM into their daily routines.

In the weeks after the installation, we will follow-up with your Sales Manager to ensure that the system is being used as expected. We'll ensure that he or she knows how to utilize the tools within the system for department monitoring and reporting.

And, as with every ADP application, ongoing support is provided via phone and electronic case management.

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 solution can drive additional sales, please call us at 800.488.7825 ext. 6599, or visit us online at [adpdealerservices.com](http://adpdealerservices.com).