

IN THESE TURBULENT ECONOMIC TIMES...IT IS DIFFICULT TO KNOW WHAT TO CUT AND WHAT TO INVEST YOUR MONEY IN.

Have you considered implementing a Lead Management Center (LMC) to maximize sales results from the traffic you do get?

Many Dealers who consider a LMC, ask themselves the following questions...

- **How do I set up a LMC?**
- **How much will it cost to install and maintain?**
- **Will I be able to generate enough ROI to make it a profitable investment?**
- **What will a LMC do to my bottom line?**
- **Where do I start – sales or service?**



If you have asked yourself any or all of these questions, you owe it to yourself to contact the professionals at Premier Performance Group and discuss the possibilities!

Premier Performance Group offers a Lead Management Center, or LMC. A LMC is different than a typical BDC because we focus on the leads you currently have and show your Team how to generate more leads resulting in more sales. We show them how to respond to your inbound opportunities using proven practices gained from over 30 years in the Retail Automotive arena.

**For additional information, contact LMC Training Specialist,
Jay Prassel at 800.577.8015 or
Info@PremierPerformanceGroup.com**



Premier Performance Group has a proven approach to developing, installing and maintaining a successful Lead Management Center (LMC). Below is a brief outline of the LMC training.

2 day LMC Assessment

The goal of these 2 days is to discuss the LMC vision and together develop an action plan.

- Establish LMC Goals, realistic expectations initial policies and procedures
- Define LMC Success – short and long-term
- Evaluate Benchmark Mystery Shop results
- Conduct Key Management Meetings/Interviews
- Map out current processes/create new process flow charts
- Determine Staffing requirements
- Utilize proven ads and hiring criteria
- Discuss results oriented compensation plans – LMC Manager & LMC Coordinators
- Identify potential areas for LMC Department, equipment and supplies
- Address any concerns and challenges
- Al Mullins will provide a comprehensive “To Do” List to be completed prior to the Launch

5 day Launch

The goal of the launch is to develop phone and email skills by understanding the thinking and “why” behind the duties in the LMC. LMC Coordinators will schedule/confirm appointments by the end of the week.

The LMC Launch uses theory and practical application training to accelerate results through:

- Improving Communications based curriculum
- Inbound Phone Call Process – Skills/Scripts/Follow-up/Overcoming objections
- Internet Process - 90 Day effective emails/phone timeline
- Outbound Phone campaigns/Scripts/5 year outbound follow-up
- Hot Sheet Call back Process
- Create and implement LMC Coordinator Resource Guide
- Determine LMC Staff Scheduling and Daily task assignments
- Develop Metrics & Reporting for measurable ROI sales increases
- Conduct Sales Meeting – obtain “buy-in” from sales staff

2 days in-dealership follow-up visits – every 4 to 6 weeks

- New Team member training/Existing Team assessment and coaching
- Add new processes to improve LMC effectiveness, performance and ROI
- Continuous improvement training by LMC Launch/Training Specialist

In-between in-dealership visits

The PPG Consultant will conduct, for no additional charge:

- Mystery Shops – one prior to each visit
- Data monitoring – via dealership CRM tool & manual metrics
- Bi-monthly LMC Manager Phone follow-up consultation

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