



ONECOMMAND®

TAKE COMMAND OF YOUR CUSTOMERS' EXPERIENCE

RESPONSE BOOST

# PROSPECT CONNECT

## Automate Your Unsold Prospect Follow-Up

### What is Prospect Connect?

Prospect Connect is a new approach to following-up with potential car buyers. This program takes the busywork out of your follow-up process by communicating automatically to unsold prospects who have recently inquired with your dealership. Research shows that most shoppers make their buying decisions within days of their initial visit. Consistent follow-up messaging makes all the difference. With Prospect Connect, you can be confident that all your leads are receiving thorough follow-up.

More importantly, OneCommand does all of the work. Unlike other follow-up processes, Prospect Connect offers consistent, reliable communications utilizing voice, text, and email messaging.

### How Does Prospect Connect Work?

Prospect Connect is an easy and effective integration that complements your OneCommand Customer Marketing & Loyalty Automation Platform™. **Enroll today to get started immediately!**

- 1. Collect Data:** Prospect Connect gathers all new prospect data from your CRM daily to ensure new leads are promptly contacted.
- 2. Communicate with Unsold Prospects:** Our automated platform of voice, text, and email is used to deliver prompt, timely follow-up messaging. Each message is personalized by your Voice of Authority™, thanking them for their recent vehicle inquiry and inviting them to visit the dealership.
- 3. Deliver Sales Ready Prospects:** Professional, personalized follow-up from your dealership will bring customers one step closer to purchase.

### What can I expect from Prospect Connect?

Prospect Connect is a hassle free way to increase sales ready prospects without adding resources. OneCommand will expand your pool of conquest opportunities and tap a new source of strong leads. With Prospect Connect you make every person who contacts your dealership feel like they are your most important prospect. **Why wait? Sign up for Prospect Connect today!**



### BENEFITS OF PROSPECT CONNECT

#### Improve Be Back Ratios

Every person who comes into contact with your store will feel like your most important prospect, receiving a communication from your Voice Of Authority™ thanking them for their inquiry and inviting them to visit your dealership.

#### Maximize Your CRM Data

Data is only useful when managed properly. Automate your follow-up process to guarantee a consistent funnel of prospects for your sales team.

#### Consistent Communications

Take the hassle out of your follow-up communications. Our automated platform does the work for you by sending out timely and prompt messages at three and seven days after the prospect's inquiry.

Connect  
with us on:



[www.onecommand.com](http://www.onecommand.com) • Toll Free 877-99-COMMAND • [sales@onecommand.com](mailto:sales@onecommand.com)

Copyright © OneCommand. All rights reserved.