

Yes. You can convert more prospects
into sales – with Cobalt Prospector.



Cobalt Prospector™



Prospector is the automotive industry's most advanced Customer Relationship Management (CRM) solution. It helps you capture and use more accurate and detailed information about prospects and customers, to help you drive more revenue to every department in your dealership. It provides you with pragmatic, powerful tools – including leading technology and process consulting – to ensure your success.

Convert more leads to appointments, more appointments to shows, and more shows to closed deals. Then, keep those customers coming back for more – all with Cobalt Prospector.

Yes. You can increase showroom control.

Achieve 100% accountability.

Prospector's sales management tools give you the insights to ensure your sales staff is productive and following consistent processes, to keep deals moving toward a sale. Showroom control gives managers "at a glance" visibility into what's going on – with every deal, every salesperson, at every moment.

- Desk management tools provide real-time customer tracking, to ensure you never miss an opportunity.
- Campaign management tools help you reach customers when they're most likely to be in the market for vehicles and services.
- Follow-up tools prompt your sales staff through every step of the sales process – from first up, to delivery and beyond.
- Reporting tools reveal the big picture – across departments and dealerships – providing details to help you analyze and improve performance.
- Real-time reports track a salesperson's completion of assigned activities, and closing percentages.

Yes. You can drive more business to all of your profit centers.

Increase customer retention.

Prospector helps you build long-term relationships with customers, so that their lifetime dealership spend (as much as \$517,000*) occurs at *your* dealership – and not at the competition.

- Automated follow-up – via emails, letters and phone scripts – helps you target in-market buyers at the right time.
- Flexible follow-up scheduling gives you control over the criteria, time and frequency of customer contact, and drives additional revenue to your service and parts departments.

Slash marketing costs.

Prospector measures ROI, so you can make informed advertising decisions. Maximize the profit potential of your current customer base with:

- Reports that track the productivity of each ad source.
- Campaign management tools that drive more F&I, parts and service revenue.

Reach new heights in sales and CSI.

Prospector automates sales processes, to increase your closing ratio and CSI. Improve customer service with:

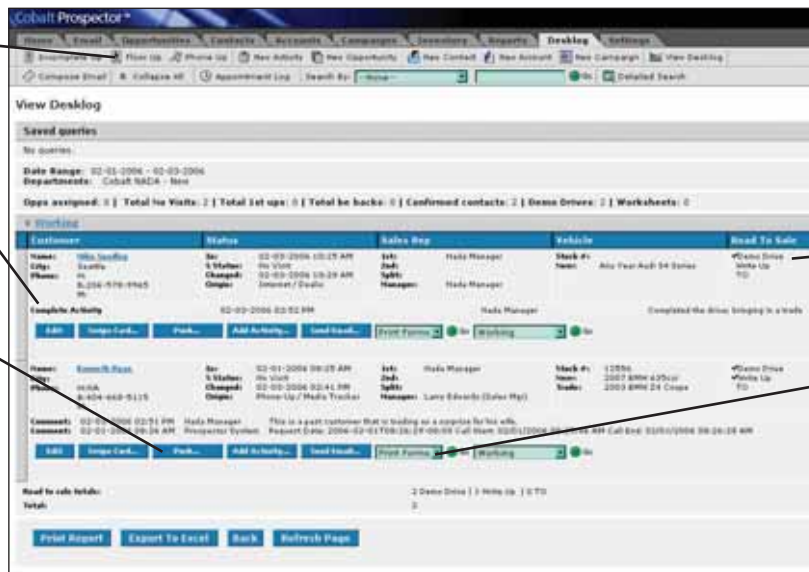
- Automated, daily action plans for salespeople, to keep opportunities moving through the sales process and to save potential lost opportunities.

- Email or print communications that target customers with the right message at the right point in the vehicle buyer lifecycle.

Time-saving systems
Driver's license scan and reverse phone number look-up features give you automated ways to capture your floor traffic.

100% accountability
When tasks are overdue, the salesperson is alerted in red and Prospector emails an update to the manager.

Accurate data
Push data into your DMS F&I system to eliminate duplicate entry. Cobalt is the industry expert in DMS integration, polling more than 12,000 DMS systems every day.



Total showroom control
The real-time desk log allows managers to easily track all steps on the road to the sale.

Sales process safeguards
Built-in, printable work-sheets ensure that you capture important prospect information before a deal is desked.

*Source: Carl Sewell, *Customers for Life*.

Yes. You can have a winning CRM solution – with Cobalt's Prospector and the CRM Master Program.

Included in the purchase of Prospector, Cobalt's CRM Master Program provides consulting and training, to ensure that your dealership achieves maximum results. The CRM Master Program includes a winning combination of collaborating with your people, mapping to your best processes and using leading technology – all focused on dealership success.

The CRM Master Program includes:

The Executive Workshop

A two-day CRM power summit that helps the dealership management team:

- Develop a targeted CRM strategy.
- Review and improve showroom control processes.
- Build staff buy-in.
- Create a 90-day plan.
- Maximize Prospector utilization at the dealership.

The Executive Workshop is included with your Prospector purchase, for selected participants from your dealership. For your convenience, Executive Workshops are scheduled regularly in different locations throughout the United States.

Frontline CRM Consulting

Cobalt's Process Improvement consultants provide industry expertise and hands-on assistance, to refine and

improve the showroom control process, maximize staff retention rates and build deep adoption and buy-in, so you continue to achieve maximum ROI. Each consultant has deep automotive and CRM experience to work with your management team and bring industry best practices to your dealership – from creative CRM campaign ideas, to Internet sales integration, to BDC optimization, to client opportunity data mining.

Yes. I want Prospector.

To find out how other dealerships are leveraging Prospector to sell and service more cars more efficiently, contact The Cobalt Group. Today.

Email sales@cobaltgroup.com or contact your Cobalt representative.

866.401.5566

