



CRM Package Comparison

Why should I choose CRM Pro-Plus Package?

* Benefit from a complete CRM for your entire dealership – sales, service, parts and marketing

The **Pro-Plus Package** is a complete CRM that helps you boost revenue for the sales, service and parts departments of your dealership. The Pro-Plus Package helps dealerships generate more leads and ensures ALL of your leads are managed in the best way possible to drive more sales. It helps create sales opportunities for your salespeople by matching trade-in with customer wants. It has integrated email marketing functionality allowing you to create mass email messages to target customers, automatically send emails based on certain events, and integrates with social media applications such as Facebook and Twitter. Additionally, the Pro-Plus Package has automated workflows that help enforce specific sales best practices, policies, and procedures. Example automated workflows include CSI (Customer Satisfaction Index) post sales, extended CSI post service, and anniversary emails. The CRM Pro-Plus Package gives your management team and staff effective tools to track and generate more sales.

Why should I choose CRM Basic?

* Shared contact database for salespeople

The **Basic Package** is a good fit for your dealership if you're just looking for a shared contact database to simplify your prospect and customer management. It is focused primarily on helping your dealership make better decisions on interactions with customers to ensure they have the best possible experience when working with your salespeople. The Basic Package has the foundational tools you need with contact and opportunity management, and it's integrated with IDS Astra.

CRM Package Features

	Basic Package	Pro Plus Package
	Shared contact database for salespeople	CRM for entire dealership – sales, service and parts
	Astra License	CRM Only License
Integration with IDS-Astra		
Contact Management		
Opportunity Management		
Customizable Emails & Templates		
Customizable Letters & Templates		
Web Leads Integration		
Letter Campaigns		
Manager View		
Advanced Reporting		
Outlook Integrations (email)		
Sales Process Automation		
Lead Assignment Automation		
Inventory Matching Alerts		
Integrated Email Marketing Solution for Sales, Service and Parts Departments		
Included Emails		60,000/Year
Email Campaign Alerts		
Social Media Integration (Facebook & Twitter)		
Automated Workflow Emails		
Mobile Lead Management App		