

PFW IntelliDealer

Sales Support Portal

Customizable single-screen dashboard that provides a starting point for all sales staff

Key Features & Benefits

- Provides a starting point to launch all sales campaigns
- Quick high-level business analysis
- Efficiently manage sales tasks
- Empowers your sales staff to be strategic in their calls
- Completely customizable with drag-and-drop information placement
- Hyperlinked so you can easily drill-down to further information

Consolidate all the key information about your salesperson's customers onto one screen, and give your staff a launching point into the powerful functionality of PFW IntelliDealer with the Sales Support Portal.

The information you need when you need it

PFW IntelliDealer is a powerful and robust system that has a wealth of functionality to manage your dealership. By consolidating all of the key information related to sales on one customizable single-screen dashboard, Sales Support Portal gives your staff a starting point to launch and manage sales activities, develop a global view of your customers and drill down to the specific data they need to be successful.

Track and Improve Sales Performance

Sales staff can use the Sales Support Portal to better manage their customers. A summary can be provided to each sales associate on the outstanding receivables their customers are responsible for, empowering them to track the dollar value and time frame of delinquent payments and assist in collection.

A report of trade-in inventory can also be provided to sales staff, allowing them to see items they have brought in to the dealership and have yet to liquidate. This information can be used to more effectively manage aging inventory, minimize the devaluation of used equipment and mitigate losses.

The Sales Support Portal also allows sales staff to easily track and improve their performance by viewing the number of calls they have completed, the number of customers they have contacted and the total percentage of their customers they have engaged during a specific time frame. They can then use this information to effortlessly determine if call requirements are being met.

Increase Customer Satisfaction and Retention

The Sales Support Portal's powerful Customer Relationship Management (CRM) tools can be used by sales staff to schedule regular customer calls and to identify when their customers will require a contact. Sales staff can see lists of their most recent calls, their next scheduled calls and even the most recent calls from other members of the sales team.

By identifying customers that haven't had touch points in long periods of time, the Sales Support Portal can also help Sales Staff prevent customers from falling through the cracks.

Increase Opportunities for Sales

The Sales Support Portal allows sales staff to spot trends that can increase opportunities for future sales. For example, seeing which customers have machines being serviced or which customers are renting equipment is easily achieved, allowing you to better anticipate your customers needs. Also, by listing sales quotes that will be expiring soon, sales staff can be proactive in closing their sales opportunities.

With a wealth of valuable information available at a glance, the Sales Support Portal can create sales opportunities by identifying such vital statistics as most profitable and least profitable customers.

Easily Access Powerful Reporting Tools

PFW IntelliDealer has incredibly powerful reporting tools that sales staff can quickly and easily access. Using the Sales Support Portal as a starting point, sales staff can see a yearly comparison of what their customers are contributing to each individual department of the dealership. Sales staff can also view four different profitability summaries of their customers, so they can make comparisons and focus on increasing margins.

Completely Customizable and Secure

The Sales Support Portal can be customized to meet the changing needs of your dealership. Staff are able to pick which sections they want to display, in which order, and in what color. This can all be done in seconds by using a drag-and-drop interface; no programming is required.

Each section of the Sales Support Portal can have security parameters set based on log-in, giving you the option to choose which members of staff will have access to what information.

System Requirements

- Windows® Vista Business, 2000 or XP Pro SP2 Operating System
- Processor and memory size based on Operating System recommendations (or greater)
- Internet Explorer 5+
- Ethernet Ready
- IBM® Power6™ recommended, scaled by number of users
- 8 GB RAM for server or greater, depending on number of users
- VPN access to server via Internet
- 512 Kbps remote store connection, determined by number of devices
- Current PFW system release
- Current IBM OS release
- LANSAS® License

Request More Information

If you would like more information, please visit www.pfw.com or contact our Sales Team at (519) 474-3300 ext. 230 or sales@pfw.com.

	Amount	%
Current:	13,151	14.5
31-60:	45,626	50.5
61-90:	21,080	23.3
91-120:	4,341	4.8
Over 120:	6,214	6.9
Total:	90,412	

1. Allow sales staff to keep tabs on their customer's outstanding receivables

	Amount	%
Current:	7,121	7.8
31-60:	17,844	19.5
61-90:	12,350	13.5
91-120:	0	0.0
Over 120:	54,170	59.2
Total:	91,484	

2. Monitor trade in inventory by sales associate

*Must subscribe to Product Support