



Lexus sets sights on Corporate Car Market

GoldMine used as back-bone of new sales procedures

Lexus (GB) introduces a new scheme for their Lexus Centre retail network called 'Corporate Matters' to achieve ambitious goals and increase their foot-hold in the corporate car market. At the heart of 'Corporate Matters' Lexus Centres are provided with contact management tool GoldMine in return for a dedicated sales person looking after corporate customers. The system is hosted by GoldMine Certified Partner Nickelodeon Computer Services and allows corporate sales representatives to update the main database and receive leads generated from Corporate led marketing campaigns.

Lexus ([PRWEB](#)) April 11, 2003 -hold in the corporate car market. At the heart of 'Corporate Matters' Lexus Centres are provided with contact management tool GoldMine in return for a dedicated sales person looking after corporate customers. The system is hosted by GoldMine Certified Partner Nickelodeon Computer Services and allows corporate sales representatives to update the main database and receive leads generated from Corporate led marketing campaigns.

The InfoCentre within GoldMine is used to automate everyday repetitive tasks and standardise the messages and materials used by sales to ensure a uniform customer experience across the Lexus community. All sales activity and results are recorded within GoldMine which allows Lexus Corporate Sales Manager, Mark Waite to analyse the overall impact Lexus is making on the market and individuals' contributions. Sales people are measured on key performance indicators which can be measured by standard reports in GoldMine and are directly related to growing the business.

Mark Waite, Corporate Sales Manager, Lexus (GB) said, 'We've taken a big leap forward and our Corporate Sales Specialists are stunned by what they can achieve. A number of new customer wins soon after the system was introduced can be directly attributed to GoldMine.'

Nick Zimaras, Managing Director, Nickelodeon said, 'GoldMine is quick to install and easy to expand in manageable phases, so users are not daunted by new systems and fill in the data required. As a result Lexus uses GoldMine to analyse individual and group performance to provide constructive feedback that will improve the Centres' businesses.'

About FrontRange Solutions

FrontRange Solutions develops software and solutions that allow organisations to deliver extraordinary customer relationships and service. An international market leader in customer-centric software since 1989, the company is headquartered in Colorado Springs, Colorado, with offices in Los Angeles, United Kingdom, France, Germany, Italy, South Africa, Australia and Singapore.

Solutions include: industry-leading GoldMine® software family for customer relationship management (CRM), fully integrated contact management and sales force automation; and the award-winning HEAT® software line for world-class customer service and support. FrontRange drives business decisions for profitability in market-leading companies such as Shell Oil, Coca-Cola, Chevron, Prudential Securities, Lucent, Electricite de France, The Weather Channel, Mack Trucks, Turner News Network and Salomon Smith Barney.



Industry awards for FrontRange include Software Magazine's Hot 500, Call Center Magazine Product of Year, Entrepreneur Magazine's Best Software, Users Choice Awards, and PC Magazine Editors' Choice for five years in a row.



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