



MJMI, LLC Introduces Entry Level CRM for Dealerships

MJMI, LLC has introduced DealerSight.com - a low priced sales lead management tool for auto dealerships. DealerSight focuses on ease-of-use, efficient functionality designed to help dealerships manage and maximize sales from Internet lead sources. In a crowded market, DealerSight represents a low-priced solution for cost conscious dealers who still need an effective tool.

Clark, NJ ([PRWEB](#)) October 8, 2003 -- MJMI, the award-winning website production and marketing services company, has introduced a low-priced, yet feature-rich CRM tool for automobile dealerships.

The Internet-based software is aimed at auto dealers who want the high-performance lead management needed to maximize Internet sales, and coordinate Internet and BDC sales leads within their organization. The innovative system is specifically targeted for dealerships who want a fast implementation, and who are not ready to make the major financial commitment most CRM vendors demand.

"Our evaluation of the crowded CRM software market revealed an opening. A product that gets the important jobs done, leaves out superfluous complications, requires little training and - most importantly - can be effective at a fraction of the cost is exactly what DealerSight does, said MJMI president Jeff Bonnell. He added, "Recent consolidation of other vendors with Autobyte's acquisition of AVV, Reynolds acquisition of Third Coast and Cobalt's acquisition of Cowboy may only serve to complicate and inflate the cost of those products."

DealerSight.com Lead Management System provides a suite of tools available to dealership sales personnel via any Web connection and Web browser. It supports XML/ADF formats for automatically importing sales leads from all online sources, such as the dealer's website, manufacturer-provided Web leads, and other online lead generation services such as Autobyte, InvoiceDealers.com and iMotors.com.

Bonnell elaborated that "We focus on meeting the needs of dealerships who have outgrown simple email for managing leads, but who aren't ready to make the commitment to CRM tools that can cost thousands of dollars a month and require extensive personnel training."

The first wave of DealerSight users has expressed enthusiasm for the lead management system's wide range of features and low cost. Bonnell reports that "Reviews from our clients are overwhelmingly positive, with the consensus that the system works splendidly as designed, distributes leads according to rules managers set, avoids conflicts between Internet and floor sales operations, and focuses the staff on converting their most important leads into appointments - and more closed sales."

DealerSight is sold by subscription to dealerships based on the number of "seats" (sales person subscriptions) they require. It may be used to great advantage by a single Internet sales associate, or can be utilized by the entire dealership team, including managers, reception, and sales reps.

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MJMI, LLC based in Clark, NJ specializes in internet marketing, design, website hosting, e-commerce and internet based business systems applications. For more information on MJMI or DealerSight.com, contact President Jeffrey Bonnell at (732) 382-4000 or from <http://www.mjmi.com> or <http://www.dealersight.com>



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