



Marketrend, Acura Sherway Sign Lead Manager Deal

Dealership to Use Online Application For Prospect and Customer Tracking and Follow-Up

Toronto, ON ([PRWEB](#)) February 24, 2005 -- Marketrend Interactive announced today that Acura Sherway, a leading Toronto-area dealer, will use the company's Lead Manager application to streamline its sales processes.

Lead Manager is a flexible, easy-to-use web-based application for the automotive market that dealerships use to manage leads from initial contact to final sale. Using a simple web interface, sales staff and managers have instant access to prospect records, along with automatic lead distribution and activity reminders to improve conversion rates. The application also provides detailed reports for sales managers.

Acura Sherway has been using Marketrend for two years to manage its CRM, including service reminder letters and follow-up calls. But Marketrend's Lead Manager filled an information gap with Acura Sherway's dealer management system (DMS) and previous lead management program. "The DMS doesn't record any information when we've done a promotion to a prospect or a customer," Ameer Khan, General Manager of Acura Sherway explains. "Marketrend's Lead Manager does all that, and more. Compared to our old lead management software, Lead Manager has more functionality, better integration to lead sources, and the ability to create and track marketing programs. There's no contest."

Acura Sherway will also use Marketrend's contact center services to follow up on prospects and drive sales. "Unsold prospects are a potential gold mine for their business," says Marketrend President and CEO Chris Killarney. "By using our follow-up calls, we're helping Acura Sherway tap into that gold mine and reduce the cost of converting prospects to customers."

"With Lead Manager, I know that all of the prospects we draw into the dealership are looked after when they get here, and are followed up after they leave," Ameer adds. "After each call is completed, I am alerted if any of my potential customers need additional customer care, and the Lead Manager system is automatically updated by Marketrend's contact center. It's like having my own business development centre without the overhead or the challenges of trying to manage one."

About Marketrend

Marketrend helps auto retailers and manufacturers attract and retain long-term customers using its retail consulting and marketing services, and sales and relationship management software. More than 2,500 dealerships and 14 manufacturers work with Marketrend to build customer satisfaction and loyalty. The company is based in Toronto, ON with sales offices in Houston, TX and Buffalo, NY. For more information visit <http://www.marketrend.com>.

About Acura Sherway

Acura Sherway is one of Ontario's top-performing Acura retailers, and part of cars4U Ltd. a publicly traded company on the TSX. Located in Toronto, Acura Sherway is dedicated to providing its customers with a sales and service experience that consistently exceeds their expectations.

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