



Automotive Sales Lead Management CRM launches.

Lyynx Information Management Systems has done it again. Top notch applications at substantial savings to auto dealerships.

([PRWEB](#)) December 14, 2003 --After months of development Lyynx Information Management Systems in conjunction with lotBOT Auto Dealer Services have launched one of the most effective Automotive CRM programs on the market. The biggest surprise while reviewing the product was the actual cost compared to other competitors products.

This product allows auto dealership managers and owners the ability to monitor the progress of the sales process, create reports, email customers and judge the performance of their employees in regards to their tendency to assist customers through the buying process. This is a secure and functional product, which in my opinion is quite underpriced.

In comparison to other competitors products, Lyynx Leads, is really what it does. Lyynx Leads to more sales. The ability for managers to view current lead activity from their website or the showroom is a great function, not to mention the ability to reassign a lead if a salesman is not performing in a timely manner. When it comes to reports, we really loved the Excel Reports Function. We simply created a report in Excel format, created a graph and were able to visually see the actual increase in sales.

Anything a dealership can do to increase the probability of a sale is more than welcome in today's competitive marketplace. When you take into account we were able to test drive this product 30 days and at the end owe no obligation, we were more than willing to have a go at it. After seeing the results, we were more than pleased to be one of their first customers and were happy to assist in the Beta Process.

The Lyynx Leads staff were more than happy to assist us and customize the product to our needs. We give the support staff 5 STARS when it comes to fixing anything we managed to mess up. If you were ever considering some type of CRM product for your auto dealership, "Lyynx Leads" the way! Visit them at <http://www.lyynx.com> or visit their partner lotbot at <http://dealers.lotbot.com> for many other dealer services.

Special Notice: It's rumormongered they're seeking 1,500 Real Estate Agents to participate in their Realty Lyynx CRM Beta Version Test. If I were you, I'd signed up before spots are taken.

####

**Contact Information**

Emerson Scherer

THE SCHERER GROUP

<http://www.lyynx.com>

Online Web 2.0 Version

You can read the online version of this press release [here](#).