

Ready to Buy

Just Looking

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## SmartLeads: Clearer Focus. More Sales.

Strong dealerships are rarely lacking for leads. But mountains of potential customers can be a mixed blessing -- it's easy to accidentally waste precious moments on a tire kicker while a real buyer wanders over to your competition.

Trilogy's SmartLeads program takes the guesswork out of choosing which customers to follow up with first. Trilogy groups consumers into four simple "SmartScore" categories by scoring leads based on propensity to buy. In addition, Trilogy enriches your leads by appending valuable demographic and Internet data. Dealers who start focusing on the most likely buyers see at least a 10% jump in vehicles sold.

SmartLeads isn't only effective -- it's also incredibly easy to implement. Already in place with hundreds of dealerships and millions of potential buyers, it takes less than an hour to get working.

Best of all, SmartLeads is currently free to dealerships. As part of Trilogy's beta program, those dealers interested in lead scoring can start benefiting today. Additional enhanced services -- such as credit qualification -- will be offered to participating dealerships as optional upgrades over time.

Not all leads are created equal -- it's time you focused on the ones that will grow your dealership today. **SmartLeads is a shockingly simple service that offers superior results without any investment from you.**

### > Smart Leads for Dealers:

- Implement in an hour
- Increase sales by 10%
- *Did we mention that it's **free**?*



For more information about SmartLeads contact us at  
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