

INTERNET SALES COACH

Uncover your CRM's untapped potential.

Cut through the clutter with an experienced CRM Coach. Our dedicated Performance Managers work from within your CRM to uncover areas of opportunity and help you meet and exceed your goals. Our focus improves:

- » Close Rate
- » Appointment setting
- » Lead response time
- » Lead source optimization



Technology



Data



Insight



Flexibility



Strategy Development



We will meet with your team to identify your pain points and set realistic appointment and sales goals.

Identify Key Metrics



We will help you hone in on the key metrics you need to monitor, allowing for faster, more efficient oversight of your sales process.

Monitor and Inspect



Weekly video insights sent to you and your internet sales team highlight areas of improvement and missed opportunities to help your team achieve success.



1-855-677-6291 | [OPPMAX.com](https://oppmax.com)

INTERNET SALES COACH

The product to fit your needs.

CORE	CONNECT	
✓	✓	1 monthly executive consultation meeting reviewing goals and KPIs
✓	✓	4 monthly video sessions to address concerns and review performance highlights
✓	✓	1 monthly Customer Engagement Analysis: an Internet Lead Mystery Shop focusing on email, voice, chat and text responses
✓	✓	1 weekly random phone lead scored and reviewed
✓	✓	Red/Green alert notifications to identify areas of opportunity and recognize performance
✓	✓	Toolbox of scripts, tools, calculators, guides, and best practices for every occasion
	✓	4 monthly coaching calls with CRM Advisor reviewing CRM reporting and best practices



RESULTS. DELIVERED.

56%

Improvement in
Mystery Shop scores

15%

Improvement in
Close Ratio

151%

Improvement in
Appointment Set Rate

WHAT OUR CLIENTS ARE SAYING

“ Opportunity Max’s recommendations are actionable, useful, and insightful, and their marketing and web analysts seem real and truthful. They do not just tell you what you want to hear.

Overall, Opportunity Max is a pleasure to work with, did exactly what was needed, stretched our thinking, and provided opportunities for new growth. A responsive vendor/partner. ”

Matt Starnes, Digital Director at Northside Ford

“ I loved the program – from beginning to end. It taught me a lot, especially coming in to the dealership. I learned a lot from both my coaches and loved the program. I think it was great – the coaching styles were great and the data they provided has been phenomenal. The visual way they present data helps keep me aware of what’s going on in the dealership. I think it’s a great program. ”

Buffy T. Leonard, BDC Manager at Allan Vigil Ford Fayetteville



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