



Global Powersports Manufacturer Optimizes Lead Management and Improves Dealer Lead Response Times to Increase Sales

Rollick successfully addressed the powersports manufacturer's lead management challenges by implementing a comprehensive optimization strategy. By conducting a thorough lead capture analysis and leveraging the Aimbase Lead Management solution, Rollick ensured that leads were effectively distributed to the nearest dealers. Additionally, Rollick trained over 500 dealers on using the Aimbase tools and set up a call center to ensure prompt follow-ups. These initiatives drastically reduced lead response times, increased the lead quoting rate to 90%, and boosted the sales rate by 20%, demonstrating a significant improvement in the client's overall lead management efficiency and sales performance.

INDUSTRY: POWERSPORTS

TARGET AUDIENCE: DEALERS

01

Inefficient Lead Management:

The existing system has not effectively captured and distributed leads to dealers.

02

Delayed Dealer Responses

Dealers were slow in responding to leads, resulting in lost sales opportunities.

03

Untrained Dealers:

Many dealers needed to become more familiar with using lead management tools effectively.

Lead Management Optimization:

Rollick conducted a thorough lead capture analysis to ensure the manufacturer's websites were optimized for capturing in-market buyers. This analysis identified critical areas for improvement, leading to enhanced strategies to attract and capture potential leads more effectively. Utilizing the Aimbase platform, Rollick analyzed the captured lead data and ensured it was distributed to the appropriate dealers promptly, enhancing the efficiency of the lead management process.

01

Dealer Lead Quoting:

Rollick provided over 500 dealers with access to the Aimbase Lead Management solution to streamline the quoting process. This platform enabled dealers to receive leads and send quotes directly to consumers through text messages and emails. Additionally, once a quote was provided, consumers received a pricing certificate for the unit and any available incentives and promotions, making the purchasing process more transparent and appealing.

02

Lead Rerouting:

Understanding the importance of timely responses, Rollick implemented a lead rerouting system within the Aimbase platform. If a lead was not picked up or quoted within a 3-hour window, it was automatically rerouted to the next closest dealer. This ensured that potential sales opportunities were not lost due to delays, maintaining high customer engagement and satisfaction.

03

Training and Call Center:

To maximize the new system's effectiveness, Rollick conducted comprehensive training sessions for over 500 dealers on managing and quoting leads using Aimbase's web tools. Additionally, Rollick established a dedicated call center to ensure all leads were promptly followed up. This support structure facilitated a smoother transition to the new system and ensured sustained improvement in lead management and response times.

04

RESULTS:

Lead Response Time: The average dealer lead response time improved by 5.5 hours, from 8.5 to less than 3 hours.

<3 hours

Lead Quoting Rate: 90% of all leads that entered Aimbase were quoted by a dealer.

90%

Sales Increase: There was a 20% increase in the sales rate.

20%

CONCLUSION:

Implementing Rollick's solutions significantly enhanced the lead management process for the powersports manufacturer, leading to faster response times, higher lead quoting rates, and a substantial increase in sales. This case study demonstrates the effectiveness of a structured lead management and dealer training program in driving sales growth in the powersports industry.



Rollick Inc.

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