

CRM Training for BDC Managers

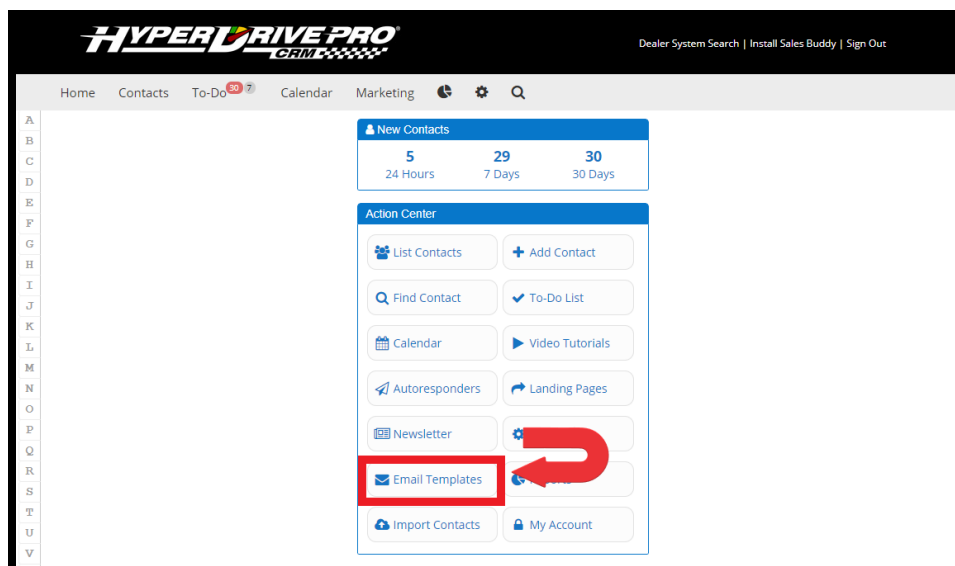
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Scheduling more appointments and closing more deals is your goal. Automating processes and personalizing the sales experience for your customers is your mission, and using the HyperDrive Pro CRM can help!

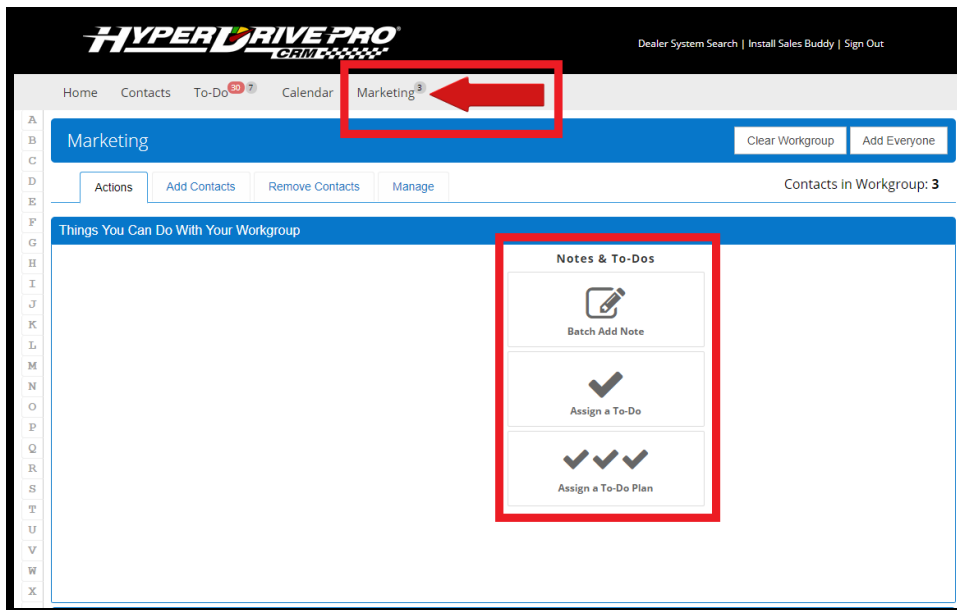
How to Use HyperDrive Pro for Inbound Marketing

We talked about using your CRM to assist with automating processes to make your job easier, and with HyperDrive Pro you have these features at your fingertips.

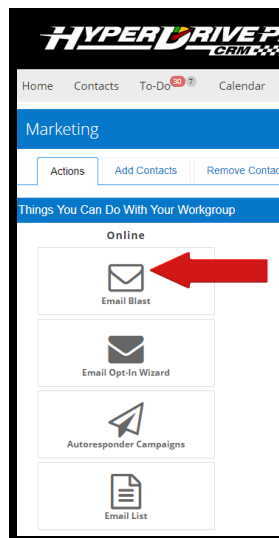
- Use email templates to create personalized emails for any customer milestone. We have already created templates for birthdays, product offers, appointment reminders, and generic templates for you to use as you'd like. These templates are accessible through the "Email Template" button on your HyperDrive Pro Dashboard.



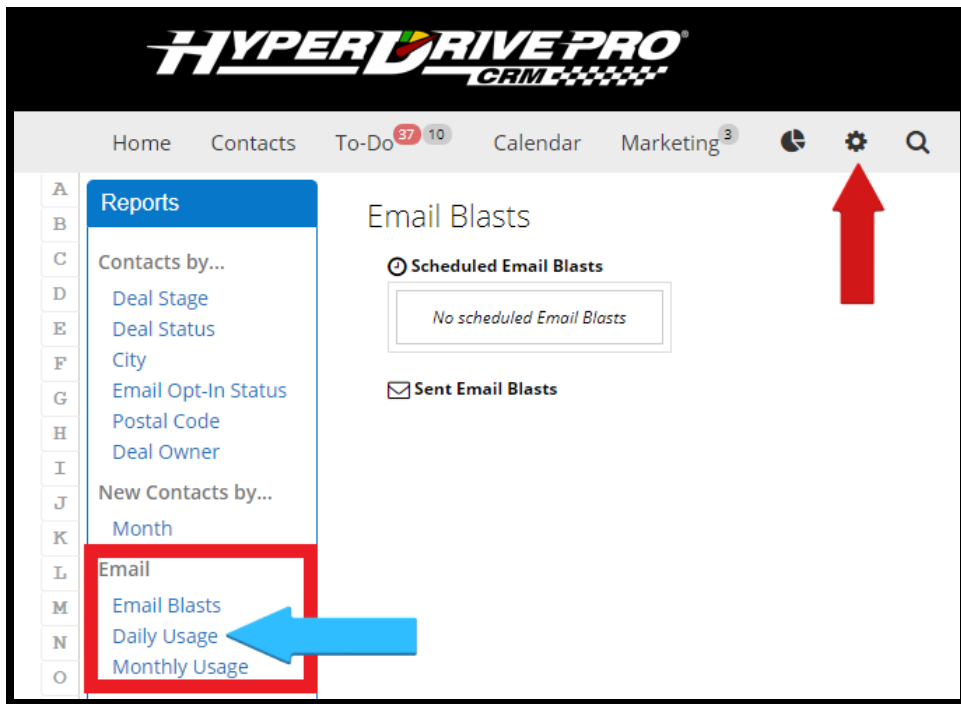
- Our Marketing section of the CRM allows you to segment out any customers in the CRM and put them into a "workgroup". Once you have a workgroup created you have the ability to mass edit customer records. Take a look:



- We've built in an Email Blast Feature where you can create customized emails to send to your workgroups! Using the simple “what you see is what you get” editor, you have the ability to create eblasts for any occasion. It's as easy as creating a document in Word! Under the marketing tab, select “Email Blast” and start creating!



- You can track your sent Email Blast campaigns through your HyperDrive CRM dashboard. Through the “settings” tab, view any schedule Email Blasts, along with daily and monthly usage of the tool. Use these stats to help you plan out your communication with your customers!



Call for Training!

The More than Rewards Customer Service Team is ready to take you through a live training of the Marketing section in the HyperDrive Pro CRM! We'll keep our explanations short, and answer any questions that you have as we go.

We know your time is limited, but learning all the features available to help book appointments and close deals is worth it! Did we mention it is completely free? Contact us today to schedule a one on one training for your dealership!



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