

The **VanS SalesTrak** System allows immediate response to sales leads by monitoring conversations with prospects, and generating the necessary follow-up letters and internal documents. When the move is confirmed, prospect information is automatically transferred into VanS Order Entry. The system can also be used to monitor national accounts, coordinate direct mail campaigns, etc.

Entry and Inquiry

- ◆ Set initial survey appointments by viewing the sales staff availability on the *Sales Appointment Screen*.
- ◆ Show scheduled calls for any 1-2 week range to gain a long-term "snapshot" of commitments.
- ◆ Find an existing prospect by name, phone number, appointment date, or next contact date.
- ◆ Provide security by allowing salespeople to only access their customers.

Interfaces

- ◆ Design additional forms and screens with the VanS Forms Designer module.
- ◆ Update prospects from SalesTrak to Order Entry by assigning the registration number.
- ◆ Generate management reports such as *Closing Ratios, Lead Analysis, Lost Prospects*, etc.
- ◆ Download survey information to hand-held estimating devices.
- ◆ Upload estimates from hand-held devices to SalesTrak.

Sales Features

- ◆ Automatically determine the next contact date for each prospect, based on a user-defined frequency.
- ◆ Generate a contact list at any time to show which contacts should be made each day, along with names, titles, and any special comments noted in past conversations.
- ◆ Record all conversations with the Prospect Memo System. Each memo is stamped with the entry date and time.
- ◆ Create memos automatically when letters are printed or when the move is updated to Order Entry, providing a complete history of the lead.
- ◆ Generate a memo automatically when the appointment date is changed.

Correspondence

- ◆ An extensive form letter printing system is included with SalesTrak.
- ◆ Prepare mass mailings of specific letters to selected groups of prospects with the Prospect Selection program.
- ◆ Select specific information for a group of prospects by state, zip code, source of lead, type of move, or any field within the SalesTrak System.