WHAT ARE “HAVE A DEALER CONTACT ME” (HADCM) LEADS?
HADCM leads are pre-qualified prospects. They have shopped on www.polaris.com and filled out a “Find a Dealer”, “Get a Quote”, or “Build and Quote” form. They have raised their hand to get more information on Polaris products. They have specifically selected your dealership, and they expect to be contacted.

ARE HADCM LEADS REAL BUYERS?
Yes! More than 90% of purchase decisions start online, and close to 1 in 5 HADCM leads will convert to sale. Give online shoppers a reason to visit your dealership by quickly following up on lead inquiries with high quality responses.

WHERE CAN I ACCESS MY HADCM LEADS?
HADCM leads can be accessed from your Polaris dealer extranet website (DEX). After you log on, go to: Marketing  Polaris Lead Management System (LMS)  Have A Dealer Contact Me. When your dealership receives a new lead, a red notification will appear on the upper left side of your home page. You can also click on that notification to enter the Polaris Lead Management System.

HOW DO I FOLLOW UP WITH HADCM LEADS?
Click the “Have A Dealer Contact Me” link in the Polaris LMS to see your dealership’s list of leads. You can click on individual contact names for more information on their inquiry. If a phone number is available, make the call! You can also send an email right from the website. Use the Polaris branded templates to get you started. New leads will appear in red until you indicate they have been contacted.

HOW IS POLARIS INVESTING IN LEADS?
The Polaris website is working harder than ever to convert online shoppers into buyers. The website is projected to create over 100,000 leads through end of year. That’s 67 free names per dealer and 33% of total ORV retail.

WHAT CAN ONLINE LEADS DO FOR MY BUSINESS?
17% of HADCM leads converted to sale in the first half of 2015 with some dealers reporting that online leads represent over 25% of their total retail! Put the right people, processes and systems in place, and you’ll see similar results.

HOW MUCH TIME SHOULD I INVEST IN LEAD MANAGEMENT?
It takes less than 5 minutes to write a personalized response to a customer and less than 5 minutes to record that activity in your lead management system. If you contact every lead 3 times before they visit your dealership, you’re looking at less than 30 minutes to generate an incremental sale.

WHY DO I NEED A PROCESS FOR LEAD MANAGEMENT?
In a 2015 survey, 6 in 10 Polaris customers said that dealership follow up was extremely or very influential in choosing a dealership to purchase from. A strong and consistent process for managing leads at your dealership will allow you to maximize every opportunity. On average, dealers are losing over 60% of their leads to other dealerships. A lost lead means that a buying customer asked you for information then proceeded to buy from another dealership. Some dealers lost over 24 units to other dealers in 2014!

HOW DO I INTEGRATE THE POLARIS LEAD MANAGEMENT SYSTEM WITH MY DEALERSHIP’S LEAD MANAGEMENT SYSTEM?
V-SEPT and TLP lead management systems can be integrated with the Polaris Lead Management System. Simply contact TLP or V-SEPT and provide authorization to share data by providing your 7 digit Polaris dealer number. Once you’re set up, every Polaris lead will also funnel to that location.