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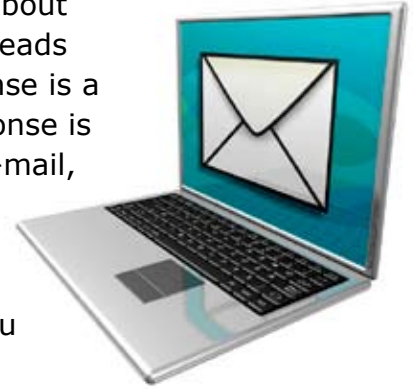
## New Footsteps Education Offering!

Avoid pitfalls and mistakes associated with setting up your CRM program! Take advantage of Channel Blade's experienced consultants that have designed and set up Footsteps at hundreds of dealerships. Saves hours by scheduling your Footsteps Customized Quick Start Program!

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## The Perfect E-mail Response

Channel Blade has been preaching about your dealership's rapid response to leads for years now. While a timely response is a good start, a *quick* and *quality* response is required to reach the goal of your e-mail, which is getting the prospect on the phone.



The three areas covered will help you create the perfect response.

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## Did You Know... SEO Tip

Make sure you have registered your dealership with Google & Yahoo! Local. Registering with these search engines improves your SEO efforts, increasing your online exposure and increasing your rankings so potential buyers can find your dealership!

Post your dealership on these two sites by going to the following:

Yahoo!:

- <http://listings.local.yahoo.com/csubmit/index.php>

Google:

- Sign up for a free Google account on: <https://www.google.com/accounts/ManageAccount>.
- Once logged in, access the "Local Business Center" to post your company.

For more information on **new** SEO solutions call 877-242-5233!

**Contact Support** at  
(866) 233-8314 or  
[askus@channelblade.com](mailto:askus@channelblade.com)

**Contact Sales/Marketing** at  
(877) CH-BLADE (242-5233) or  
[marketing@channelblade.com](mailto:marketing@channelblade.com)

Visit us online at:  
[www.ChannelBlade.com](http://www.ChannelBlade.com)

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**Check Out Some New, *Hot* Channel Blade Sites!**  
Channel Blade is pleased to present a few of our newest clients.  
Welcome to the Channel Blade Family!



**ProsChoice Marine**  
[www.proschoicemarine.com](http://www.proschoicemarine.com)

**Cruisers West Yacht Sales**  
[www.cruiserswest.com](http://www.cruiserswest.com)



**Cranchi**  
[www.cranchicalifornia.com](http://www.cranchicalifornia.com)

**Bay Marine**  
[www.baymarine.net](http://www.baymarine.net)

Call 877-242-5233 or e-mail [marketing@channelblade.com](mailto:marketing@channelblade.com) **NOW**  
to get your new **HOT** Channel Blade Web site!

Combine an eXcelerate Pro Web site with our new SEO solution to improve your rankings on the  
major search engines! **Sign up by September 1st, 2008 and receive 30 days free!**  
\* 30 days free of ePro Web site solution only

**It's Show Season!** Channel Blade wants to catch up with our current clients. Come visit us at the following dealer meetings and tradeshow to receive special pricing on new products. If you would like to schedule an appointment at our booth call **877-242-5233** or e-mail **marketing@channelblade.com**. Stay tuned - More shows to come. **See you there!**

When	Host(s)	Location	City	State
June 15 - 19	Four Winns	Four Winns Test Center (Lake Cadillac)	Cadillac	MI
July 22 - 24	Boston Whaler	Vinoy	St. Petersburg	FL
July 26 - 28	Godfrey Marine	Century Center	South Bend	IN
July 28 - Aug. 1	Bennington	Bennington Marine	Elkhart	IN
Aug. 1 - 3	Sea Fox & Mariah	Marriot & Bristol Marina	Charleston	SC
Aug. 6 - 8	Bennington	Bennington Marine	Lake Norman	NC
Aug. 10 - 12	Rinker Boats	Hyatt Regency	Sarasota	FL
Aug. 13 - 16	Doral	Grand-Mere Plant	Shawinigan (Quebec)	Canada
Aug. 26 - 27	Princecraft	Bateaux Princecraft Inc.	Princeville (Quebec)	Canada

## Did You Know... Footsteps Tip

...Content Groups in Footsteps will track traffic from advertising sources other than your Web site? If you are running a television advertisement, promote your Web site address with an ending code that relates to that specific television ad, such as, [www.ChannelBlade.com/NBC](http://www.ChannelBlade.com/NBC). Set up that campaign in Footsteps, and then track the visitor hits that go to that URL. Not only will you see the Web site hits, but you will also receive and track the leads submitted from that URL!

For more information contact Support at 866-233-8314.



## The Perfect E-mail Response

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The three areas covered below will help you create a perfect response:

1. Content – the first response to your leads should be simple, quick, and should contain the following:
  - a. Thank the prospect for their interest – Simply begin your e-mail with a “Thank you for inquiring about the Boat/RV..”
  - b. Answer the prospects question(s) – Directly answering the prospect’s question(s) will substantially increase your chances of getting this prospect on the phone.
  - c. Set the stage for a phone call – If the lead arrives with a phone number, end your e-mail by telling them you are going to call them. If the lead arrives without a phone number, ask them to call you or reply with a phone number and the best time to call.
2. Dealership Branding – Include your logo in the top left hand corner of the e-mail. Use the top left to ensure visibility in the prospect’s preview pane. Recent research proves that preview panes are the new subject line; you need more than just the subject line to grab the prospect’s attention. Include as many impressions of your dealership’s logo and branding as possible.
3. Speed – Excellent response time today can be measured in minutes, in fact less than thirty minutes. Currently, your dealership might not respond as quickly as thirty minutes, but with little effort, you can cut your response time in half when your dealership is aware of the benefits of responding quickly. Your dealership can also begin to measure your response times. Since Footsteps, Channel Blade’s lead management tool, knows the time the lead arrives and knows when the salesperson responds, Footsteps measures and displays response time for each lead tied to each salesperson, and reports the location and the roll-up report for the entire dealership. Note your response time for this year, create some response time requirements at your dealership, and watch your average response time decrease and your sales from online leads increase.



In order to accomplish the above and create perfect e-mail responses, use e-mail templates. E-mail templates make it easy to cover all these areas and offer consistent responses from ALL of your salespeople. Utilizing pre-written e-mails will help your sales staff avoid the pitfalls of e-mailing, such as ALL CAPS, spelling and grammatical errors. Let’s face it—your sales reps were not hired to be copywriters! When your dealership provides easier methods to respond to leads, it will naturally reduce the sales reps’ response time. Login to Footseps and add or edit Templates under the Mail Management section on the homepage dashboard. Note: e-mails created under an Enterprise Users and Shared login will be visible for all users at the dealership.

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## The Perfect E-mail Response

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Setting up proper Footsteps e-mail templates is a simple process and Channel Blade has included standard templates in your Footsteps account. However, your dealership must assign someone to edit each template for your dealership. The person initiating the templates must ensure proper language, upload your dealership's logo, and save the e-mail templates. If you do not have the time to create your own templates, Channel Blade can help! Contact us to have the process done by an experienced Footsteps consultant, and/or sign up for the Footsteps Customized Quick Start Program (see offer below). The program begins with a conference call to review your current Internet sales process. Once we know how Footsteps needs to be setup for your dealership, we will do the heavy lifting and fully setup Footsteps, including the e-mail templates.

For more information on setting up the Perfect E-mail Response or the Footsteps Customized Quick Start Program call 877-242-5233 or e-mail [marketing@channelblade.com](mailto:marketing@channelblade.com)!

## New Footsteps Education Offering

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- Who:** Your dealership's key personnel and your Channel Blade Consultant
- Duration:** 90-minute conference call
- What:** Review your current sales processes, including Internet Sales, unsold follow-up, and delivered follow-up. Channel Blade will offer best practices for improvement and then document the desired processes. Once the processes are defined, the consultant will then configure Footsteps to support the processes and add dealerships preferences for templates, sources, follow-up, etc. After the set-up is complete, Channel Blade will conduct a 90-minute conference call that will teach the dealership's personnel how to use Footsteps properly. This call will be recorded and shared with the dealership for future reference.
- Investment:** **Only \$750!**
- Upgrade:** Upgrade to the Full On-Site Education Package and receive a \$500 credit

A large, stylized red 'A+' graphic, where the 'A' is a simple, bold letter and the '+' is a smaller plus sign to its right.

**Sign up NOW or get more information  
by calling 877-242-5233 or e-mail  
[marketing@channelblade.com](mailto:marketing@channelblade.com)!**

## Employee Spotlight: Nikki Faulcon



Nikki joined Channel Blade just over a year ago as a data entry clerk and then became the receptionist and administrative assistant. Recently, Nikki transitioned into the accounting department to focus on accounts receivable and payable. Her new role was a natural fit given her experience in accounting and office management of over nine years with companies in the automotive industry.

Everyone in the company prides Nikki on her positive attitude, including Shawn Lynn, controller for Channel Blade. "Nikki has done a fantastic job in her short time in the accounting department. I really enjoy working with her! She takes real ownership of her position." Nikki always helps anyone whenever she can and is a breath of fresh air.

Nikki resides near our corporate office in Virginia Beach, Va. and enjoys spending time with her toy poodle Popsie and four children.

## CSI Awards

Congrats to the CSI Award Winners!

Channel Blade congratulates more than 20 of our current clients that received the 2008 Marine Industry CSI Award!



*Excellence in Customer Satisfaction*

The National Marine Manufacturers Association has named the 2008 Marine Industry CSI Awards recipients, a total of 73 boat and engine manufacturers were recognized for excellence in customer satisfaction as part of NMMA's Customer Satisfaction Index (CSI) program.

The Marine Industry CSI Awards program honors participating companies actively measuring customer satisfaction to pursue continuous improvement. Award recipients achieved and maintained an independently measured standard of excellence of 90 percent or higher in customer satisfaction over the past year.

Channel Blade is very proud of our winning clients!

Did you know that Channel Blade offers survey tools that will improve your dealership's customer service? Call 877-242-5233 or e-mail [marketing@channelblade.com](mailto:marketing@channelblade.com) to find out more!

## Tips from the Support Team: Mark As Replied

The "Mark as Replied" functionality can be applied numerous ways to support each dealership's Internet Sales Process. To understand the "Mark as Replied" concept we will explain how to respond properly to a lead using Footsteps. Channel Blade designed Footsteps to ensure that each lead is properly responded to by understanding what the prospect is inquiring about and the use of an e-mail template. Each lead inquiry should be reviewed carefully so you understand exactly what the prospect is asking for: i.e. Request A Brochure, Request A Quote, Trade In Value Request, Information Request, etc. Be sure to read the entire lead form to check for specific questions at the bottom of the lead form.

Once you have determined what the prospect is inquiring about, click the Reply button on the Lead Information screen (do not send Quick Mail from another screen in Footsteps). Ideally, you should select a prepared template from the "send e-mail" screen in the Templates drop down that includes prewritten text, your dealership logo in the top left



corner, and the signature already in place. You can add or edit Templates under the Mail Management section on the homepage of Footsteps. We encourage e-mail templates to be created and edited with an Enterprise User's login and shared so a dealership has a single entry point and the template is visible for all users at the dealership. When Templates are created or edited be sure to check the "Should this template mark a lead as 'Replied'" for templates that apply.



If you need to respond with a unique or new response in which no template has been created, you should use a template called "Dealer Stationary" that has a logo in place and is ready for text additions.

After you personalize the template, remove the red prompting text, and review the e-mail for accuracy, click the Send button to send the e-mail.

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## Tips from the Support Team: Mark As Replied

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When the e-mail is sent and you return to your Leads dashboard you will need to Reload to see that the Age Light turned off or turned black. When the Age Light is off, it means that the lead was replied to correctly - the lead was read, a template was used, and an e-mail was sent. When you hover your cursor over the Age Light, Footsteps will tell you the age of the lead; when the light is off it will tell you the response time for that lead.

FOOTSTEPS 2.5  
TRACK. DISCOVER. MANAGE.

Today's Leads | Home | Calendar | **Reload** | Help | Logout

INFO: Use filter to sort lead list by last name.

<< Page 1 of 1 >>      Displaying 1 through 11 of 11 records

Customer	Form Name	Source	Interested RVs	Date ↓	Age	Read	Assigned	
<a href="#">McCann, Robert</a>	<a href="#">Inventory, I'm Interested</a>	Website	2009 Trailmanor Travel Trailer Trailmanor 3124KB	7/25/2008			<a href="#">Pyatt, Steven</a>	
<a href="#">Anway, David</a>	<a href="#">Internal Lead</a>	Dynamax		7/25/2008			<a href="#">Kjorstad, Brian</a>	
<a href="#">Schenkel, William</a>	<a href="#">Internal Lead</a>	Fleetwood		7/25/2008			<a href="#">Kjorstad, Brian</a>	

**If the Age Light didn't turn off after clicking Reload, then the user didn't click the Reply button, didn't use a template, or didn't click Send.**

Now back to "Mark as Replied"!

If you need to mark a lead as replied without using the suggested method above, you have the ability



to override the process and turn off the light. All Enterprise Level users have a "Marked as Replied" button for each lead; when a lead needs to be marked as replied simply click Mark as Replied. If you want to give a salesperson the ability to "Mark as Replied", an Enterprise Level user needs to turn on their ability in User Settings under the Community section of Footsteps homepage.

If you have any additional questions about marking a lead as replied please contact the Support Team at 866-233-8314.

### About Channel Blade

Headquartered in Virginia Beach, Va., Channel Blade supports over 60 leading manufacturers and 2,000 dealer locations worldwide with its easy-to-use, cost-efficient solutions and hands-on education programs - including more than 75 percent of *Boating Industry's* 2007 Top 100 Dealers.

For more information on Channel Blade visit [www.ChannelBlade.com](http://www.ChannelBlade.com) or call us at 877-242-5233.