



Liquid™



USER'S GUIDE



Welcome to Liquid, our web-based control for your SalesTouch System. This system is designed to provide your dealership with inventory / key control as well as providing automated marketing, customer management and sales solutions. In this packet you will find:

- Contact information for the 1Micro team to call or email with any questions
- Levels of user authority for employees
- Liquid user's Guide

IMPORTANT CONTACTS

ACCOUNT EXECUTIVE	TECHNICAL	MARKETING
THERESE SPARBY DIRECT (952) 767.1010 EXT 106 FAX (612) 677.3580 EMAIL Therese@1micro.net	RYAN REIMERS DIRECT (952) 767.1010 EXT 102 FAX (612) 677.3580 EMAIL Ryan@1micro.net	ANGELA MCDONALD DIRECT (952) 767.1010 EXT 114 FAX (612) 677.3580 EMAIL Angela@1micro.net

For security purposes, employees are assigned one of four main user authority levels. These levels are described in the chart below. Based on the authority, users will be granted access to the information they need.

USER AUTHORITY LEVELS	ADD/EDIT/DELETE PERSONNEL	ASSIGN/UNASSIGN KEYTAGS	MULTI-KEY REMOVE	MULTI-KEY RETURN	ACCESS TO ADD/EDIT CUSTOMERS
	ADMINISTRATOR System administrators level have NO restriction for access.				
KEY MANAGER The Key Manager may assign, unassign, remove and return keytags. NO access to customers or users.					
VENDOR Vendors will only have access through VENDOR/LOT WORK button. Limited to key access ONLY.					
SALES Sales personnel have access to customer data input and key removal/return for test drives.					

LOGIN:

Make sure you know your dealer number and the 4-digit password you entered on your Employee Bio. If you do not have this information, please contact the person in charge of the SalesTouch machine at your dealership.



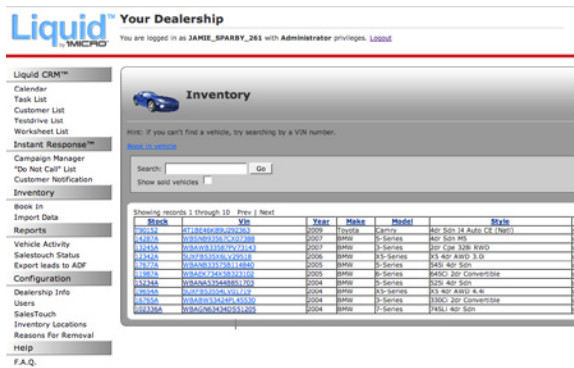
1 Go to WWW.1MICRO.COM. Under the Be Back Bus is a Client Login button (Circled in red). Click CLIENT LOGIN and that will direct you to the Login page.



2 At the Login page enter your username (firstname_lastname_dealernumber) and password (4digits).



3 Click LOGIN on the bottom right.



4 This will bring you to the Inventory Screen. The Main Menu is located on the left hand side of the page. The body of the screen will hold your dealerships inventory. To search for a vehicle use one of the following:

Make

Model

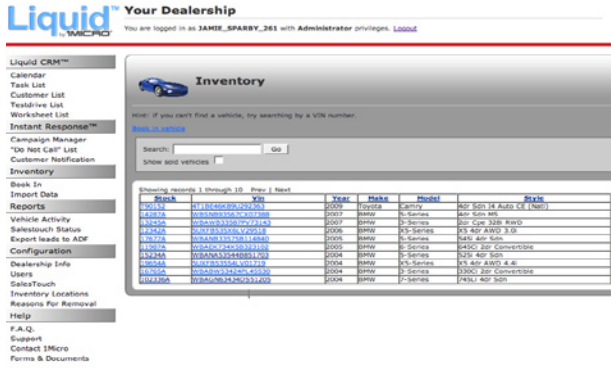
Stock #

VIN #

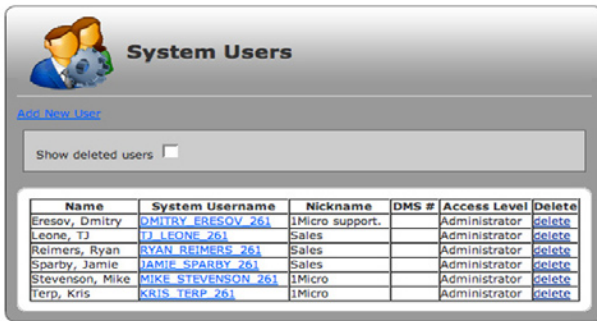
OR a part of one of those four.

From this page you may also Book-In a vehicle using the blue BOOK-IN VEHICLE link.

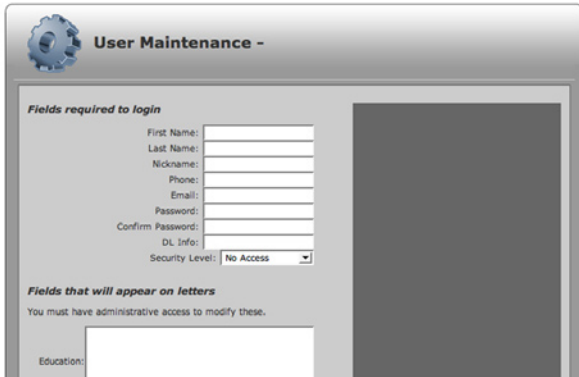
ADD A USER:



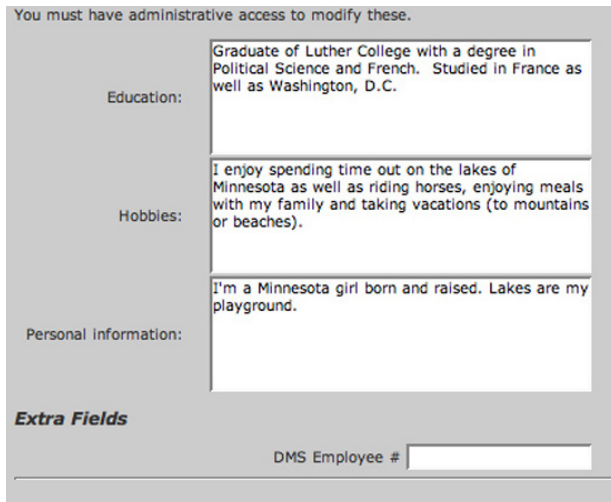
1 Log into the site and refer to the Main Menu, located on the left hand side of the screen. To add a user, click **USERS**.



2 The System Users screen appears. Click **ADD NEW USER** in blue located under the people.



3 The User Maintenance screen appears. Click on the box next to First Name. Enter the user's first name. In the next box enter their last name etc. In the Nickname place enter the person's title, ie: Salesperson, Vendor, General Sales Manager etc. You will also have to designate the security clearance of the person you are entering. Administrators have all access, Sales, Vendor, No Access etc. (View the first page in this manual to understand access)



4 If your dealership uses InstantResponse marketing, ALL members of the sales staff should have this section filled out. If the employee bio was not filled out and faxed initially, make sure they fill one out and fax it, OR have someone with Administrator security level edit or input the information.

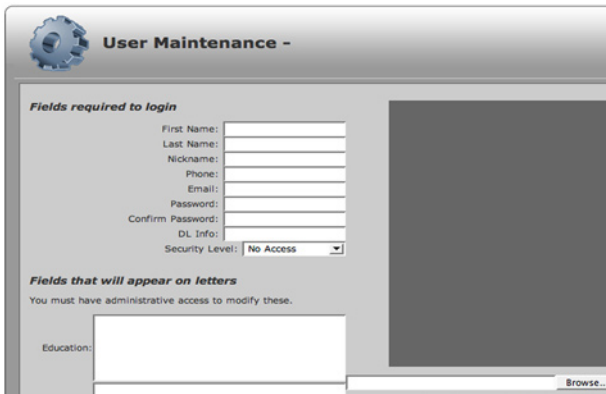
The Education, Hobbies and Personal Information sections **WILL APPEAR** in marketing for the entire Sales Team.

ADD SALESPERSON CONTINUED ON NEXT PAGE...

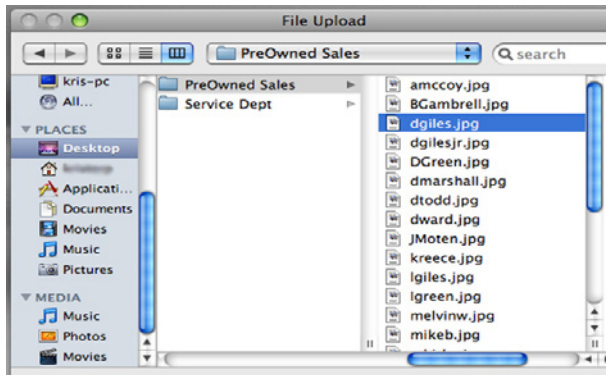
ADD A USER CONT.



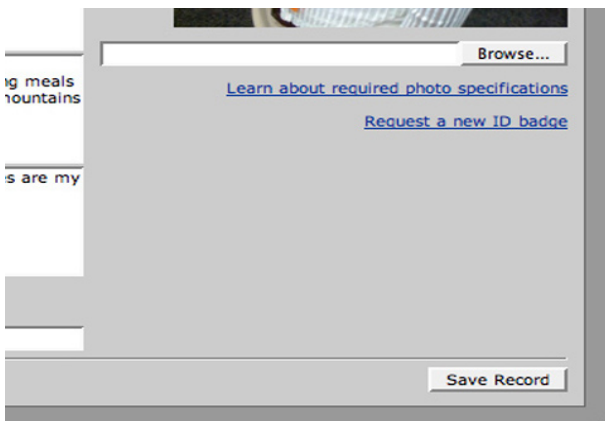
5 Always remember to click SAVE RECORD located on the bottom right (Circled in red). If you click on any menu items or "Request New ID badge" your record will not be saved.



6 Once you click SAVE RECORD, the User Maintenance page will still appear to add a photo. Click BROWSE under the dark grey area, or on the top right of the User Maintenance page.



7 Search your desktop for the employee photo and click OPEN on the bottom right. On the User Maintenance Page, click SAVE RECORD. The photo will appear. Use the Main Menu on the left hand side of the page to navigate, or click USERS to continue adding users.



8 To Request an ID BADGE for a new user, on the User Maintenance page click REQUEST NEW ID BADGE. Badges cost \$2.95 a piece. Badge and reel cobo \$6.79*
*Prices as of 5/2008 and are subject to change.

SEARCH INVENTORY:

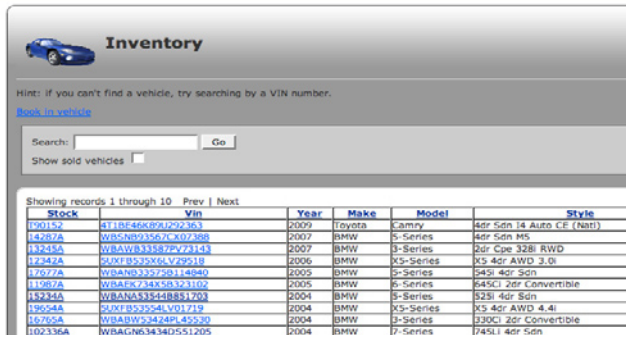
1 By default your inventory page will appear when you log into the website with the main Search box. To search a broad range of vehicles type the Make or Model into the Search field. The best way to search inventory for a vehicle is to use the Stock #. You also may use the VIN or the last 5 characters of the VIN. Click GO.

2 The vehicle stock number, VIN number etc. will appear on the screen. Click on any of the blue links for the vehicle and that will direct you to the Stock # Information page.

3 This is the Vehicle Information page. This is where you will edit information such as stock number, VIN #, Trim Level, color, etc. From this page you may also email the vehicle information, manage vehicle images, view the key history and view the test drive history.

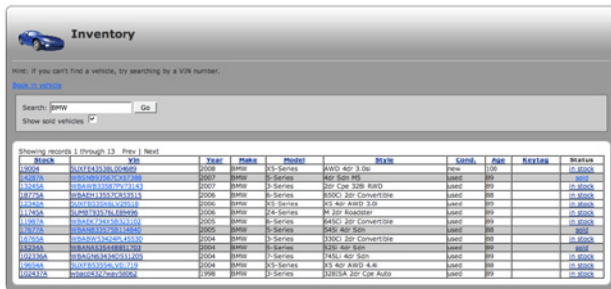
4 If you enter the stock number and the vehicle does not come up, try checking the box under the Search field to Show Sold Vehicles. If the vehicle is no longer sold and you need to change the status from sold to in stock, follow the directions on the following page.

CHANGE STATUS:



1 Search for the vehicle by entering the Make Model Stock # OR VIN # into the Search field.

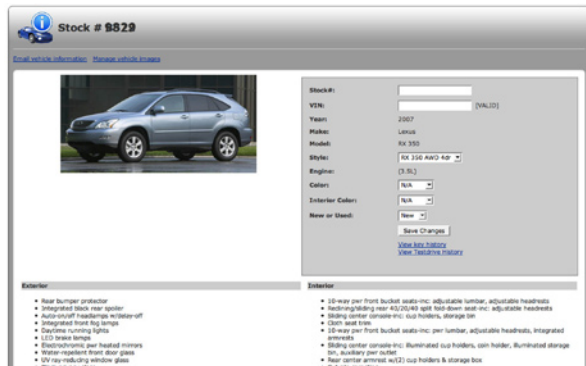
In order to broaden the search to include vehicle marked as sold, click in the box below the search field marked **SHOW SOLD VEHICLES**. Click GO.



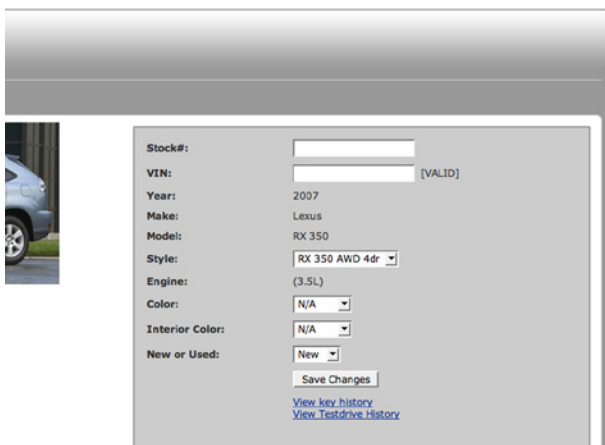
2 If the vehicle is in the system it will appear on the screen. Look at the vehicle STATUS, located on the right hand side of the page. Click on the blue **Sold** text to change it from **Sold** to **In-Stock** or if it is marked as **In-Stock** click **In-Stock** and that will mark the vehicle as **Sold**.

*This is one of the main issues on the Support Line.

CHANGE TRIM LEVEL:

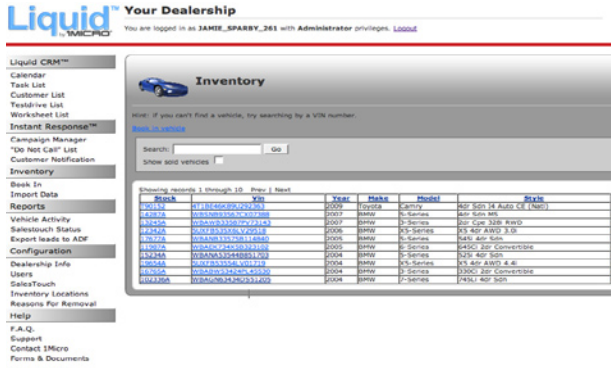


1 Search for the vehicle from the Inventory page using directions above. Select the vehicle you need to edit by clicking the blue stock # link. This will bring you to the Vehicle Information page. To edit vehicle information, focus on the upper right had area tinted gray.

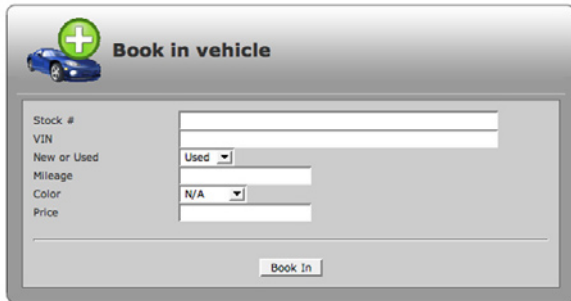


2 The gray area holds the vehicle basics. Areas that are white are dynamic. If incorrect information was used when booking in a vehicle or importing data the trim level, color etc. Correct it here. Use the drop down menu to select the correct Trim/Sytle, Exterior and Interior color, and whether the vehicle is new or used. Click **SAVE CHANGES**.

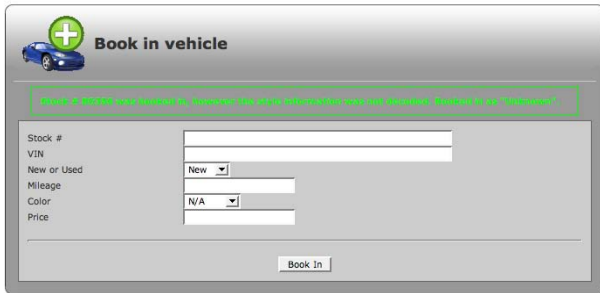
BOOK IN INVENTORY:



1 After you log in the main page will appear. Click on BOOK IN under Inventory on the left hand side of the screen.



2 This is the Book In Vehicle page. Enter the vehicle Stock Number and VIN, use the drop down menu to verify New or Used status, enter the mileage, use the drop down to select the color of the vehicle and enter price. If the vehicle has several trim levels a separate page will appear to use the drop down menu and select the correct Trim. Click BOOK IN at the bottom of the page.



3 Once you click BOOK IN, the Book in Vehicle Success page will appear. From here you may either continue adding inventory or use the menu on the left hand side to navigate through the site.

REPORTS:

Liquid CRM Your Dealership
 You are logged in as JAMIE_SPARRY_261 with Administrator privileges. Logout

Inventory

View: If you can't find a vehicle, try searching by a VIN number

Search:

Show sold vehicles

Stock #	VIN	Year	Make	Model	Style
P1500	1F1111111111111111	2005	Ford	Focus	4dr Sdn ZX4 S
8H513504	1H1111111111111111	2008	Honda	Ridgeline	4WD Crew Cab RTL w/Ltr
8B000500	1H1111111111111111	2008	Honda	Odyssey	4dr Wgn EX-L w/RES
8L008161	1H1111111111111111	2008	Honda	CR-V	4WD Sdr EX-L w/Nav

1 After you log in the main page will appear. Click on REPORTS on the left hand side of the screen.

Reports

Inventory

- [Sold Vehicle List](#) - this reports shows vehicles either marked as sold or missing from the RBR import that have keys still assigned to them.
- [No Photos](#) - lists all vehicles that are currently in stock but have no photos taken. (Manufacturer's model photos are still available.)

Customers

- [Recent Testdrives](#) - shows a list of most recent testdrives.
- [Sold Customers](#) - shows sold customers filtered by date of purchase.
- [Sold Customers by Model](#)
- [Unsold Customers](#)
- [Unsold Customers by Model](#)
- [House Deals](#)

Activity

- [Most Active Salespeople](#) - sales people testdrive summary.
- [Most Active Vehicles](#) - vehicles testdrive summary.
- [Employee Key Activity](#) - key movement by employee.

Personnel

- [Time Clock](#) - timeclock activity log, shows clock in and out times as they occur.
- [Weekly Time Report](#) - weekly timecard for all employees with totals.
- [Time Report with custom dates](#) - same as weekly time report except the date range is configurable.
- [Daily Tasks](#) - task list for each salesperson.

2 This is the reports page. Once here you will find several options. Inventory, Activity, Keys, Customers, Personnel, and SalesTouch. Click the blue link of the report you would like to view. For example I will click on "Keys Checked Out" under Keys.

Keys checked out

Show keys that have been checked out for longer than days.

Total 39 keys checked out.

[Export to Excel](#)

Stock #	Checked out to	On	Days	Description	Status	Machine	Tag	Reason
8H554709	DAVID_SONG_260	04/28/2008 03:38 PM CST	0	2008 Honda Civic Cpe	In Stock	1	00B9	
8H551574	DAVID_SONG_260	04/28/2008 03:38 PM CST	0	2008 Honda Civic Cpe	In Stock	1	01A6	
8H517444	DAVID_SONG_260	04/28/2008 03:38 PM CST	0	2008 Honda Civic Cpe	In Stock	1	006A	
8A081196	STEPHEN_YORK_260	04/28/2008 03:16 PM CST	0	2008 Honda Accord Sdn	In Stock	1	003E	
P1573	ACE_MOODY_260	04/28/2008 03:03 PM CST	0	2005 Honda Accord Sdn	In Stock	1	01BB	Service
8A012092	ALBERT_WALKER_260	04/28/2008 02:46 PM CST	0	2008 Honda Accord Cpe	In Stock	1	016E	
8H537171	ARIC_WOODS_260	04/28/2008 02:22 PM CST	0	2008 Honda Ridgeline	In Stock	1	0037	PD1
H5022484	BRIAN_SONGER_260	04/28/2008 02:08 PM CST	0	2006 Chevrolet TrailBlazer	In Stock	1	01B6	

3 That will bring you to the Keys Checked Out page. The vehicles that are in this list shows the keys that are currently checked out by users. It will also show the reason checked out in the right hand column. Once a vehicle is sold and the keytag is unassigned they will no longer be on this list, but will still be in the system.

*Here you can see the stock number of the vehicle with keys currently checked out, who they are checked out to, when they were checked out, how long they have been checked out as well as the vehicle make and model, vehicle status, tag number and the reason the key was checked out. By clicking on the blue column title you can rearrange the list.

Sold Vehicles List

Total of 6 records.

Stock #	VIN	Customer	Year	Make	Model	Style	Tag ID	Location
P1500	1F1111111111111111	JAMIE SPARRY	2005	Ford	Focus	4dr Sdn ZX4 S	0163	Machine 1, position 1:1:10
8H513504	1H1111111111111111	JAMIE SPARRY	2008	Honda	Ridgeline	4WD Crew Cab RTL w/Ltr	00F9	Machine 1, position 1:6:12
8B000500	1H1111111111111111	JAMIE SPARRY	2008	Honda	Odyssey	4dr Wgn EX-L w/RES	014F	Machine 1, position 1:5:2
8L008161	1H1111111111111111	JAMIE SPARRY	2008	Honda	CR-V	4WD Sdr EX-L w/Nav	00A9	Machine 1, position 1:1:10

4 Another report is the Sold Vehicles List. This list shows the vehicles that are sold and still assigned to keytags. This list should be kept at a minimum. Once a vehicle is sold, unassign the keytag from the Machine.

MENU OPTIONS:

These are the options on the Main Menu, located on the left hand side of the Liquid site.

Administrator's dashboard

The numbers reflected in the sales funnel include customers added within the specified date range.
[Latest monthly report \(pdf\)](#)

Date range: May 1 2008 - May 2 2008

Sales funnel

Initial Contact	Testdrive	Worksheet	Negotiating	Purchased
0	50	0	0	0

There are 0 inactive customers for this time period.

Sales force detail

Name	Salesperson	Last Testdrive	Calendar	Tasks	Customers							Info		
					T	F	W	T	F	S	S	A	B	D
ALEXEY ZOLICHVADY 154		05/02/2008	0	2	0	2	0	0	0	100%	100%	0%		
ALEX ZHARIN 154		04/29/2008	0	2	0	2	0	0	0	0%	0%	0%		
ALEX WASSILAKO 154			0	0	2	2	0	0	0	100%	100%	0%		
ANDRIY PERE 154		05/01/2008	0	2	0	2	0	0	0	100%	100%	0%		
AUSLID OYANLUK 154		05/01/2008	0	2	0	2	0	0	0	100%	100%	0%		
ANDR ANDRIG 154			0	0	0	2	0	0	0	100%	100%	0%		
ANDR ANDRIG 154		05/01/2008	0	0	0	2	0	0	0	100%	100%	0%		

1 LIQUID CRM

Here you are able to download a PDF of the latest monthly report, view your sales funnel and see the Sales force detail including last testdrive, calendar events, tasks, sales funnel and how they are doing at collecting customer data.

1. Logging in will bring you to the Main Screen displaying Inventory and the Main Menu on the left hand side.

2. Click on the first menu link, LIQUID CRM.

3. This is the Administrator's Dashboard. To Download the monthly report, click the blue Latest monthly report (pdf) link below the cop. That will download the report and you can find it on your desktop.

4. To view all other information, use the drop down menu to select your date range and click APPLY FILTER.



2 CALENDAR

1. Logging in will bring you to the Main Screen displaying Inventory and the Main Menu on the left hand side.

2. Click CALENDAR, 2nd down from the top.

3. This will bring you to the Calendar page.

4. On the right hand side of the Calendar events for the date selected click the blue ADD link.

Calendar - JAMIE_SPARBY_261

Apr 2008
 S M T W T F S
 1 2 3 4 5
 6 7 8 9 10 11 12
 13 14 15 16 17 18 19
 20 21 22 23 24 25 26
 27 28 29 30
 Today: 11 Apr 2008

Go

Calendar events for 4/11/2008

12:00 am		Add
01:00 am		Add
02:00 am		Add
03:00 am		Add
04:00 am		Add
05:00 am		Add
06:00 am		Add
07:00 am		Add
08:00 am		Add
09:00 am		Add
10:00 am		Add
11:00 am	11:00 am Meet Nick Ranum to discuss options for trade-in. Delete	Add
12:00 pm		Add
01:00 pm		Add
02:00 pm	02:00 pm Follow up with Mike Robinson, test drove the new Mercedes 4/10. Tell him I found the one he wanted. Delete	Add
03:00 pm		Add
04:00 pm		Add
05:00 pm		Add
06:00 pm	06:00 pm Call Dave Dornbush at corporate. Delete	Add
07:00 pm		Add
08:00 pm		Add
09:00 pm		Add
10:00 pm		Add
11:00 pm		Add

5. Select the date and time of the event using the drop down menu.

6. Attach a customer to the event, either click Add Current Customer OR Create New.

7. Using the drop down menu, title it Low, Medium or High priority.

8. In the white box, enter an event description

9. Click SAVE on the bottom right hand side to add the event.

Add calendar event


Date & Time: Apr 11 2008 01:00 am

Customer: [Add new customer](#) [Select existing customer](#)

Salesperson: JAMIE_SPARBY_261

Priority: Normal Priority

Description:

 **Task list - JAMIE_SPARBY_261**

[Add New Task](#)

III	Due Date	Description	edit
<input type="checkbox"/>	2008-04-30	Theresa Sparby 29/04/2008 11987A - 2005 BMW 6-Series 645CI 2dr Convertible testdrive followup.	edit
<input type="checkbox"/>	2008-04-23	Joseph Capora 22/04/2008 14287A - 2007 BMW 5-Series 4dr Sdn MS testdrive followup.	edit
<input type="checkbox"/>	2008-04-23	Warren Butler 22/04/2008 14287A - 2007 BMW 5-Series 4dr Sdn MS testdrive followup.	edit
<input type="checkbox"/>	2008-04-22	Patrick Woodman 21/04/2008 19654A - 2004 BMW X5-Series X5 4dr AWD 4.4i testdrive followup.	edit
<input type="checkbox"/>	2008-04-22	Anthony Bartol 21/04/2008 12342A - 2006 BMW X5-Series X5 4dr AWD 3.0i testdrive followup.	edit
<input type="checkbox"/>	2008-04-22	Tim Jensen 21/04/2008 13245A - 2007 BMW 3-Series 2dr Cpe 328i RWD testdrive followup.	edit
<input type="checkbox"/>	2008-04-22	Joel Davidson 21/04/2008 11987A - 2005 BMW 6-Series 645CI 2dr Convertible testdrive followup.	edit
<input type="checkbox"/>	2008-04-22	Patrick Woodman 21/04/2008 11987A - 2005 BMW 6-Series 645CI 2dr Convertible testdrive followup.	edit
<input type="checkbox"/>	2008-04-22	Greg Frotman 21/04/2008 13245A - 2007 BMW 3-Series 2dr Cpe 328i RWD testdrive followup.	edit
<input type="checkbox"/>	2008-02-12	Ronald Erbby 11/02/2008 15234A - 2004 BMW 5-Series 525i 4dr Sdn testdrive followup.	edit
<input type="checkbox"/>	2008-02-10	Cary Walker 09/02/2008 15234A - 2004 BMW 5-Series 525i 4dr Sdn testdrive followup.	edit


Please note: completed tasks are shown if their due date is no more than one week in the past.

3 TASK LIST

From here you can add, edit, and delete tasks. You can also organize them alphabetically.

1. Logging in will bring you to the Main Screen displaying Inventory and the Main Menu on the left hand side.

2. Click on TASK LIST (3rd from the top) on the Main Menu.

 **Add New Task - JAMIE_SPARBY_261**

Due Date :

Customer: [Add new customer](#) [Select existing customer](#)


Salesperson: Change this value to assign the task to someone else.

Description:

3. To ADD a TASK , click on the blue link, Add New Task.

4. Enter the task due date by using the drop down date menu.

5. Select the corresponding customer by either clicking Add New Customer or clicking Select Existing Customer.


 **Select Customer**

Please select a customer from the following list. This page will allow for additional sorting and searching option near future.

Date entered	Name and Address	Primary Salesperson	Stat
2008-04-17 10:51:22	Will Torres		init. conts
2008-04-17 10:17:25	Jamie Sparby		init. conts
2008-05-02 09:53:32	Eric Patterson		init. conts

6. Click on the blue link of the customer name. That will add the customer successfully to your task.

7. Those with ADMINISTRATOR access can change the Salesperson to assign the task to someone else.

 **Add New Task - JAMIE_SPARBY_261**

Due Date :

Customer: Jamie Sparby [Add new customer](#) [Select existing customer](#)

Salesperson: Change this value to assign the task to someone else.

Description:

8. Add a description of the task in the white description box.

9. Click SAVE at the bottom of the page to record event.

4 CUSTOMER LIST

From here you can add a new customer OR search for existing customers. You can also organize them by date, name and address, primary salesperson and status.

1. Logging in will bring you to the Main Screen displaying Inventory and the Main Menu on the left hand side.

2. Click on CUSTOMER LIST (4th from the top) on the Main Menu.

SEARCH FOR A CUSTOMER:

1. Use the drop down menus to select: salesperson, customer status and a date range for the last activity. Click FILTER.

2. Once the date range is selected, enter the customer information you know in the Search Customers field and click FILTER.

ADD NEW CUSTOMER:

1. Click the ADD NEW CUSTOMER link in blue under the business card.

2. The CUSTOMER INFORMATION page will appear. Enter the information you would like to save.

7. Click SAVE on the bottom right corner.

EDIT A CUSTOMER:

1. Click on the customer name. when the Customer Information page appears, edit the information and click SAVE on the bottom right corner.

***From the CUSTOMER INFORMATION page you can also:

CREATE AN APPOINTMENT, CREATE A TASK, LOOKUP INFO SEND A CUSTOMER NOTIFICATION & SEND AN E-MAIL

Just click on the blue link under the driver's license photo and follow the prompts.

On the bottom of the page you can also:

CREATE A NEW TESTDRIVE, CREATE A WORKSHEET, ADD A NOTE & VIEW HISTORY

Customer List

[Add New Customer](#)

Salesperson: ***** Show All ***** Customer Status: ***** ALL *****

Last Act.: May 1 2008 - May 2 2008

Search Customers

Filter

Found 1 customer record

Dates	Name & Address	Primary Salesperson	Status
Added: 2008-05-02 09:53:32 Last Act.: 2008-05-02 09:53:32	Eric Patterson 2676 N. Expressway Griffin, GA 30223	JAMIE_SPARBY_261	Testdrive

Customer List

[Add New Customer](#)

Salesperson: **TJ_LEONE_261** Customer Status: **Inactive**

Last Act.: Apr 1 2008 - Apr 31 2008

Search Customers

Filter

Found 7 customer records

Dates	Name & Address	Primary Salesperson	Status
Added: 2008-04-21 15:52:34 Last Act.: 2008-04-28 15:50:53	Tim Lantz 101 25th St N Birmingham, AL 35203	TJ_LEONE_261	Inac
Added: 2008-04-22 09:20:37	Thinh Bui 1008 E. 4th St Columbus, GA 31906	TJ_LEONE_261	Inac

Customer Information

First Name: _____
Last Name: _____
Company: _____
Co-buyer First Name: _____
Co-buyer Last Name: _____
License #: _____
Address: _____
City: _____
State: _____
Zip: _____
Phone: _____
Cell Phone: _____
Work Phone: _____ ext. _____
e-mail: _____
Insurance Co: _____
Insurance Agent: _____
Insurance Co Phone: _____
Preferred Language: English

TEXAS
DEPARTMENT OF PUBLIC SAFETY
DRIVER LICENSE

CLASS: C DL HT: 5-11 EYES: BRN SEX: M
DOB: _____ EXPIRES: _____ REST: A
END: _____

DRIVE

[Create an appointment](#)
[Create a new task](#)
[Lookup info](#)
[Customer Notif](#)
[Send Email](#)

Customer Information

First Name: _____
Last Name: _____
Company: _____
Co-buyer First Name: _____
Co-buyer Last Name: _____
License #: _____
Address: _____
City: _____
State: _____
Zip: _____
Phone: _____
Cell Phone: _____
Work Phone: _____ ext. _____
e-mail: _____
Insurance Co: _____
Insurance Agent: _____
Insurance Co Phone: _____
Preferred Language: English

TEXAS
DEPARTMENT OF PUBLIC SAFETY
DRIVER LICENSE

CLASS: C DL HT: 5-11 EYES: BRN SEX: M
DOB: _____ EXPIRES: _____ REST: A
END: _____

DRIVE

[Create an appointment](#)
[Create a new task](#)
[Lookup info](#)
[Customer Notif](#)
[Send Email](#)

Primary Salesperson: _____
Date of Birth: _____
Lead Source: SalesTouch

Current Status: Inactive First Contact Testdrive Worksheet Negotiating Purchased

[Testdrive](#) [Notes](#) [History](#)

Testdrive List

Time period: Apr 22, 2008 - May 2, 2008 | Salesperson: JAMIE_SPARBY_2

Salesperson	Date	Time	Customer	Vehicle
JAMIE_SPARBY_261	05.02.08	09:54:58 AM	Eric Patterson	#11987A - 2005 BMW 6-Se 645Ci 2dr Convertible 1017331
JAMIE_SPARBY_261	04.29.08	11:53:31 AM	Therese Sparby	#11987A - 2005 BMW 6-Se 645Ci 2dr Convertible 1013569
JAMIE_SPARBY_261	04.22.08	06:13:56 PM	Joseph Chelala	#14287A - 2007 BMW 5-Se 4dr Sdn MS 1003754
JAMIE_SPARBY_261	04.22.08	11:53:02 AM	Warren Butler	#14287A - 2007 BMW 5-Se 4dr Sdn MS 1003055

5 TESTDRIVE LIST: From here you can track Testdrives and customers. You can also organize them by date and primary salesperson.

1. Logging in will bring you to the Main Screen displaying Inventory and the Main Menu on the left hand side.

2. Click on TESTDRIVE LIST (5th from the top) on the Main Menu.

SEARCH FOR AN EXISTING TESTDRIVE:

1. Use the drop down menu to select a date range for the last activity and salesperson and click FILTER.

2. The list of testdrives for that salesperson and throughout that date range will come up. To see the Customer Information, click on the blue link of the customer name.

Worksheet List

[Create new worksheet](#)

#	Date	Salesperson	Customer	Vehicle
154-168	11/15/2005	OMAR
154-259	01/17/2007	SHAN
154-330	12/05/2007	AURELIO
154-330	12/06/2007	MATT
154-330	12/11/2007	MATT
154-332	12/20/2007	JORGE
154-332	12/21/2007	JEFF
154-335	01/15/2008	JAMES
154-335	03/10/2008	AURELIO
154-339	02/09/2008	SAM
154-349	03/29/2008	MANUEL

6 WORKSHEET LIST: From here you can create a new worksheet or view existing worksheets.

1. Logging in will bring you to the Main Screen displaying Inventory and the Main Menu on the left hand side.

2. Click on WORKSHEET LIST (6th from the top) on the Main Menu.

CREATE A NEW WORKSHEET:

1. To create a new worksheet, click the Create new worksheet link on the top of the screen.

2. Select the customer.

3. Add any additional information.

4. Click SAVE AND GO TO PRINT on the bottom of the page.

Instant Response

InstantResponse point balance: 1647180

Standard Campaigns

Standard campaigns are part of the standard Instant Response setup and can only be enabled or disabled.

- "After Testdrive"**
 - Print: View letter sample [Report](#) | Phone: Listen to campaign [Change Message](#) [Report](#) |
- "Sold Thank You"**
 - Print: View letter sample [Report](#) | Phone: Listen to campaign [Change Message](#) [Report](#) |
- "Voice of Authority"**
 - Print: View letter sample [Report](#) | Phone: Listen to campaign [Change Message](#) [Report](#) |
- "Sales to Service"**
 - Print: View letter sample [Report](#) | Phone: Listen to campaign [Change Message](#) [Report](#) |

7 INSTANT RESPONSE & CAMPAIGN MANAGER


From here you will turn on and off your marketing campaigns if your dealership is using SalesTouch, InstantResponse marketing.

1. Logging in will bring you to the Main Screen displaying Inventory and the Main Menu on the left hand side.

2. Click on INSTANT RESPONSE (2nd Grey) on the Main Menu.

TURN ON MARKETING:

1. Check the box of the corresponding campaign. When the box is checked, the marketing campaign is turned on and will be sent out automatically. **As long as you have signed off on all your marketing with your Marketing Coordinator. In order for Voice campaigns to go out, they must be recorded. (See the next page for instructions to record voice campaigns.)

 **"After Testdrive" : phone settings**

Campaign Description
Thank you for visiting our dealership response for a customer who was just in the dealership and drove one of our

Campaign Settings
This is a standard InstantResponse campaign which means that most settings are not editable.

Sound File
Current Message:
[Listen to existing message](#)
There are two ways to change the outgoing message for this campaign:

Upload file here:

Filename:

Note: It may take up to 1 hour for your changes to take effect.

or record using your telephone:

1. Write down your message on a piece of paper.
2. Call 1-866-771-4006

Suggested script:

INSTANT RESPONSE/ CAMPAIGN MANAGER cont:

RECORD VOICE CAMPAIGNS:

1. On the Instant Response page, find the campaign you would like to record the message for and click the CHANGE MESSAGE link.
2. This is the Phone Settings page. If there is a message recorded, click LISTEN TO EXISTING MESSAGE. If there is not an existing message, follow the instructions on the bottom of the page. If you would like to change the message, upload from your files OR write down your message and follow the instructions at the bottom of the page. (Call the number, enter the ID (different for each campaign) and follow the prompts.

Standard Campaigns

Standard campaigns are part of the standard Instant Response setup :


"After Testdrive"
 Print: View letter sample [Report](#) | Phone: Listen to cam

"Sold Thank You"
 Print: View letter sample [Report](#) | Phone: Listen to cam

"Voice of Authority"
 Print: View letter sample [Report](#) | Phone: Listen to cam

VIEW REPORT OF OUTGOING MARKETING:

1. To see the campaigns that have gone out, click the blue REPORT link.
2. To sort the History Report, click [sort by date](#), [letter type](#) or [customer name](#) by clicking on the corresponding blue link.

 **"Do Not Call" List**

Phone number (including area code):

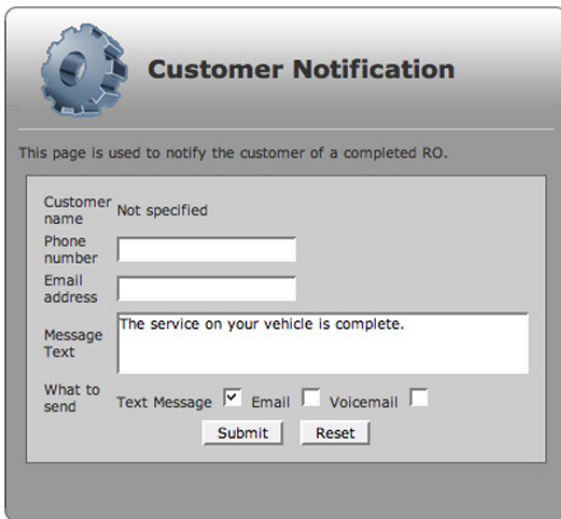
Numbers currently on the list

Number	Added by	Date

 **"Do Not Call" LIST**

From here you will block out certain numbers so they are not contacted by the voice campaigns.

1. After logging in, click "Do Not Call" List on the main menu on the left hand side of the screen.
2. Type the number into the white box, including the area code ie: 7024543322 Do not use any dashes or spaces in the number.
3. Once typed in, click the Add to "Do Not Call" list



Customer Notification

This page is used to notify the customer of a completed RO.

Customer name: Not specified

Phone number:

Email address:

Message Text:

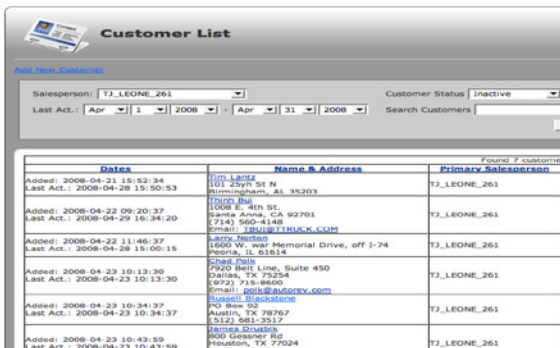
What to send: Text Message Email Voicemail

9

CUSTOMER NOTIFICATION

From here you can quickly notify your customer that their vehicle service is complete by sending an email, text message and voicemail with a few simple clicks.

1. After logging in, click CUSTOMER NOTIFICATION on the main menu on the left hand side of the screen.
2. Depending on what mode of communication you would like to use (or all three) enter the customer phone number and/or Email address. Enter your message. Check the box of the communication desired and click SUBMIT.



Customer List

Salesperson: T3_LEONE_261 Customer Status: Inactive

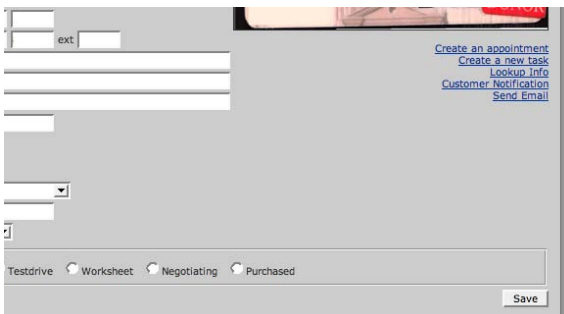
Last Act.: Apr 1 2008 - Apr 31 2008 Search Customers

Date	Name & Address	Primary Salesperson
Added: 2008-04-21 15:52:34 Last Act.: 2008-04-28 15:50:53	Tom Lantz 101 25th St N Murrayville, AL 35203	T3_LEONE_261
Added: 2008-04-22 09:20:37 Last Act.: 2008-04-29 16:34:20	TODD BAY 1008 E. 4th St. Santa Ana, CA 92701 C:7143 560-4148 E-mail: TODD@T1816-C.COM	T3_LEONE_261
Added: 2008-04-22 11:46:37 Last Act.: 2008-04-28 15:00:15	LARRY WELLS 1600 W. war Memorial Drive, off I-74 Pawnee, IL 62454	T3_LEONE_261
Added: 2008-04-23 10:13:30 Last Act.: 2008-04-23 10:13:30	David Dell 7920 West Line, Suite 450 Dallas, TX 75224 (972) 716-8600 E-mail: pdell@motorcv.com	T3_LEONE_261
Added: 2008-04-23 10:34:37 Last Act.: 2008-04-23 10:34:37	Russell Blackstone PO Box 83 Austin, TX 78767 C:322 981-2517	T3_LEONE_261
Added: 2008-04-23 10:43:59 Last Act.: 2008-04-23 10:43:59	Sandra Dumas 800 Gieseler Rd Houston, TX 77024	T3_LEONE_261

OR:

Click on CUSTOMER LIST on the main menu located on the left hand side of the screen.

1. Find your customer by selecting the date range and entering the name in the white box to search customers and click FILTER.
2. Click on the blue link of the customer name.



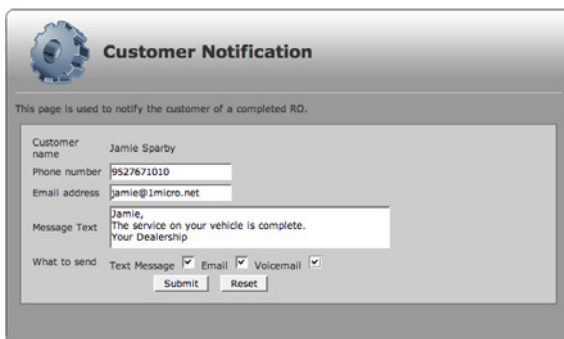
ext:

[Create an appointment](#)
[Create a new task](#)
[Lookup Info](#)
[Customer Notification](#)
[Send email](#)

Testdrive Worksheet Negotiating Purchased

3. This is the Customer Information page. Enter any missing information you may have including email address, cell phone or phone number.

4. Click SAVE on the bottom right hand side of the page.
5. Click the CUSTOMER NOTIFICATION link under the driver's license.



Customer Notification

This page is used to notify the customer of a completed RO.

Customer name: Jamie Sparby

Phone number:

Email address:

Message Text:

What to send: Text Message Email Voicemail

6. On the Customer Notification page the information at the top should be completed. Check which mode(s) of communication you would like to use and click SUBMIT.

Inventory

Hint: If you can't find a vehicle, try searching by a VIN number.

[Book in vehicle](#)

Search:

Show sold vehicles

Showing records 1 through 15 Prev | Next

Stock	Vin	Year	Make	Model	Style	Cond.	Age	Keytag	Status
14287A	WBSNB93567CX07388	2007	BMW	5-Series	Hdr Sdn MS	Used	63	P5DC	In Stock

10 INVENTORY:
TO SEARCH INVENTORY SEE PAGE 4

TO BOOK IN INVENTORY SEE PAGE 5

Book in vehicle

Stock #

VIN

New or Used

Mileage

Color

Price

11 BOOK IN VEHICLE:
TO BOOK IN INVENTORY SEE PAGE 5

Import Inventory Data

[Configure data import](#)

Stock #

VIN #

Year 2008

Make MERZ

Model 4D

Description E350W

Color 723

Status 0

Year 2008

Make Mercedes Benz

Trim Level

Color

Interior Color

12 IMPORT DATA:
Once your inventory is automatically imported from your DMS it will be available online for trim level verification.

1. After logging in, click IMPORT DATA on the main menu.
2. If the vehicle has more than one option, when you click on the down arrow of the drop down menu, select the correct trim.
3. The color of the vehicle, (if it came through with the inventory) will be listed in the dark grey, use the drop down menu and select the correct color for the exterior and interior of the vehicle. Click SUBMIT and continue to the next vehicle.

Import Inventory Data

[Configure data import](#)


All records have been processed.
Call 1Micro (612) 423-2700

4. When the trim level verification is complete and all vehicles are booked in, the Import Inventory Data screen will appear without a vehicle and say All records have been processed. Call 1Micro (612) 423-2700. NO NEED TO CALL unless you are having issues with your key machine.

13 REPORTS:

To View REPORTS, see page 5.

1. After logging in, click REPORTS on the main menu. Once here you will find several options. Inventory, Activity, Keys, Customers, Personnel, and SalesTouch. Click the blue link of the report you would like to view.



Reports

- Inventory**
 - [Sold Vehicle List](#) - this reports shows vehicles either marked as sold or missing from the R&R import that have keys still assigned to them.
 - [No photos](#) - lists all vehicles that are currently in stock but have no photos taken. (Manufacturer's model photos are still available.)
- Customers**
 - [Recent Testdrives](#) - shows a list of most recent testdrives.
 - [Sold Customers](#) - shows sold customers filtered by date of purchase.
 - Sold Customers by Model
 - Unsold Customers
 - Unsold Customers by Model
 - [House Deals](#)
- Activity**
 - [Most Active Salespeople](#) - sales people testdrive summary.
 - [Most Active Vehicles](#) - vehicles testdrive summary.
 - [Employee Key Activity](#) - key movement by employee.
- Personnel**
 - [Time Clock](#) - timeclock activity log, shows clock in and out times as they occur.
 - [Weekly Time Report](#) - weekly timecard for all employees with totals.
 - [Time Report with custom dates](#) - same as weekly time report except the date range is configurable.
 - [Daily Tasks](#) - task list for each salesperson.
 - [Daily Calendar](#) - today's calendar events for each salesperson.
- Keys**
 - [Key Locations](#) - shows location of keys
 - [Keys Checked Out](#) - shows keys currently held by users
 - [Drawer Layout](#) - shows keytags currently in the machine. Allows key managers to identify keytags without labels.
- Salestouch**
 - [ROI Report](#)
 - [Letters sent](#)
 - [Calls placed](#)
 - [E-mails sent](#)

Vehicle Test Drive Activity Report

Activity Period: May 1 2001 - May 5 2008

Stock #	Year	Make	Model	Style	Condition	Testdrives	Last TD
1123A	2007	BMW	3-Series	328i Low Mile Euro	used	85	04/23/08
11267A	2005	BMW	3-Series	3430i 2dr Convertible	used	56	05/02/08
11234A	2004	BMW	3-Series	251i 4dr Sdn	used	28	04/22/08
11235A	2004	BMW	3-Series	115i 4dr Sdn	used	12	04/21/08
14287A	2007	BMW	3-Series	40i 5dr MS	used	11	04/23/08
14291A	2006	BMW	313-Series	313i 4dr AWD 3.0	used	7	04/23/08
17877A	2005	BMW	3-Series	345i 4dr Sdn	used	9	04/21/08
19202	2008	BMW	313-Series	313D 4dr 3.0i	new	0	03/27/08
19204A	2004	BMW	313-Series	313i 4dr AWD 4.4	used	0	04/21/08
18775A	2006	BMW	3-Series	3500i 2dr Convertible	used	0	02/06/08
18265A	2004	BMW	3-Series	3300i 2dr Convertible	used	0	04/21/08
11125A	2006	BMW	313-Series	313i 4dr AWD	used	0	03/19/08

14 VEHICLE ACTIVITY:

This list will show you your most active vehicles for a certain date range. This will help you decide which vehicles are best to have on the lot. Also the vehicles with little to no activity may not be placed properly on the lot.

1. After logging in, click VEHICLE ACTIVITY on the main menu.
2. Use the drop down menu to select the date range.
3. Click any of the top blue links to arrange the vehicles in that order. ie: Testdrives, which will bring the most active vehicle to the top etc.

Salestouch Status

Month-to-date for April 2008			
	Testdrive	Sold	Voice Of Authority
Letters	408	2	0
Emails	141	0	137
Phone Calls	0	0	0

15 SALESTOUCH STATUS:

This list has the letters, emails and phone calls made during the month broken out into different campaigns.

Export Lead Data

Salestouch systems allows you to export your lead data in ADF format. ADF format is an industry standard data format for the export and import of automotive customer leads using XML. You may find detailed format specifications [here](#).

Time period: Apr 13 2008 - Apr 14 2008

16 EXPORT LEADS TO ADF:

You can export the leads into ADF format here.

Dealership Setup

Dealership Info: [View Status Message](#) [Logout & Logout](#)

Name & Address

Dealership Name: Your Dealership
 Street Address: 1234 Easy Buying Experience Drive
 City: GetLunde
 State: FL
 Zip: 32008
 Phone: 812 578 2700
 Website: www.1micro.com
 Main e-mail: jared@1micro.com

Salestouch "Voice of Authority"

Full Name: Aris Terp
 Title: General Manager
 Phone: 812 578 2700
 Email: aris@1micro.net

Dealership Hours

Sales	Parts	Service
Mon - Fri 9:00 am - 5:0	Mon - Fri 9:00 am - 5:0	Mon - Fri 9:00 am - 5:0
Sat 8:00 am - 3:00 pm	Sat 8:00 am - 3:00 pm	Sat 8:00 am - 3:00 pm
Sun - closed	Sun - closed	Sun - closed

Legal Statements

17 CONFIGURATION/DEALERSHIP INFO:

This area is for dealership setup.

1. Click on the corresponding field to enter Dealership name, address, phone number, website and main email.
2. The next group of information is the Voice of Authority, usually this is the General Manager. (This information will be on the Voice of Authority print pieces and emails if you are using InstantResponse marketing.)
3. Enter dealership hours, the first line is for Mon-Fri, second is for Sat and the third line is for Sunday. ie: Mon-Fri 9:00am - 8:00pm.

Dealership Setup

Dealership Info: [View Status Message](#) [Logout & Logout](#)

Name & Address

Dealership Name: Your Dealership
 Street Address: 1234 Easy Buying Experience Drive
 City: GetLunde
 State: FL
 Zip: 32008
 Phone: 812 578 2700
 Website: www.1micro.com
 Main e-mail: jared@1micro.com

Salestouch "Voice of Authority"

Full Name: Aris Terp
 Title: General Manager
 Phone: 812 578 2700
 Email: aris@1micro.net

Dealership Hours

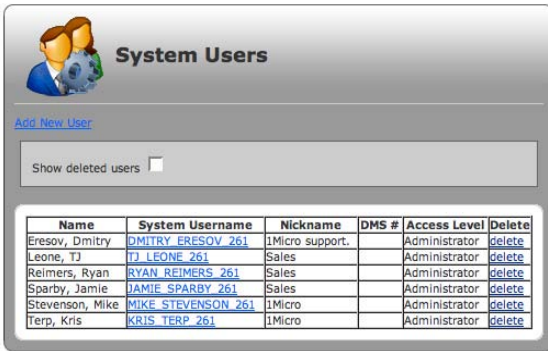
Sales	Parts	Service
Mon - Fri 9:00 am - 5:0	Mon - Fri 9:00 am - 5:0	Mon - Fri 9:00 am - 5:0
Sat 8:00 am - 3:00 pm	Sat 8:00 am - 3:00 pm	Sat 8:00 am - 3:00 pm
Sun - closed	Sun - closed	Sun - closed

Legal Statements

Disclaimer

18 DEALERSHIP INFO/CONFIGURATION:

This area is for dealership setup.
 See Configuration above.



System Users

[Add New User](#)

Show deleted users

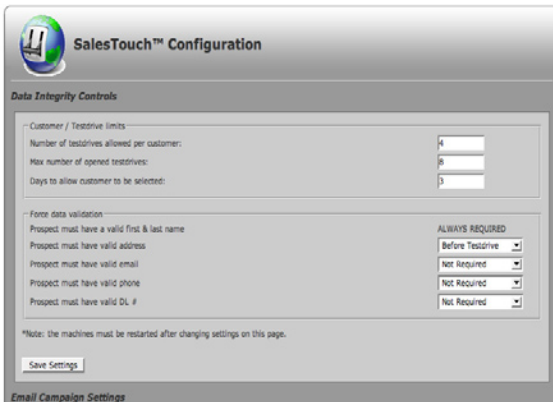
Name	System Username	Nickname	DMS #	Access Level	Delete
Eresov, Dmitry	DMITRY_ERESOV_261	IMicro support.		Administrator	delete
Leone, TJ	TJ_LEONE_261	Sales		Administrator	delete
Reimers, Ryan	RYAN_REIMERS_261	Sales		Administrator	delete
Sparby, Jamie	JAMIE_SPARBY_261	Sales		Administrator	delete
Stevenson, Mike	MIKE_STEVENSON_261	IMicro		Administrator	delete
Terp, Kris	KRIS_TERP_261	IMicro		Administrator	delete

19 USERS:

To ADD USERS see pages 2 and 3.

To EDIT A USER:

1. Click on the users name in blue.
2. The User Information page will appear. Administrators will be able to edit all user information.
3. All users can change their login name, enter their DMS #, change their password and save a user photo. Click SAVE RECORD before inputing photo as described on page 3.



SalesTouch™ Configuration

Data Integrity Controls

Customer / Testdrive limits

Number of testdrives allowed per customer:

Max number of opened testdrives:

Days to allow customer to be selected:

Force data validation

Prospect must have a valid first & last name: ALWAYS REQUIRED

Prospect must have valid address:

Prospect must have valid email:

Prospect must have valid phone:

Prospect must have valid DL #:

*Note: the machines must be restarted after changing settings on this page.

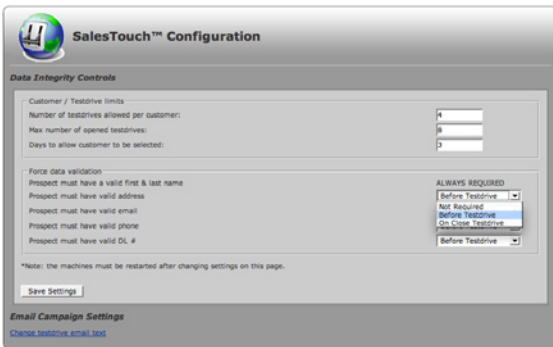
[Save Settings](#)

[Email Campaign Settings](#)

20 SALESTOUCH: ADMIN ONLY

This is where you control the TESTDRIVE LIMITS & DATA COLLECTION requirements of the machine.

1. Enter the amount of testdrives you would like to allow per customer.
2. Enter the amount of open testdrives you would like to allow per salesperson at a given time.
3. Enter the amount of days you would like to allow the customer to be selected.



SalesTouch™ Configuration

Data Integrity Controls

Customer / Testdrive limits

Number of testdrives allowed per customer:

Max number of opened testdrives:

Days to allow customer to be selected:

Force data validation

Prospect must have a valid first & last name: ALWAYS REQUIRED

Prospect must have valid address:

Prospect must have valid email:

Prospect must have valid phone:

Prospect must have valid DL #:

*Note: the machines must be restarted after changing settings on this page.

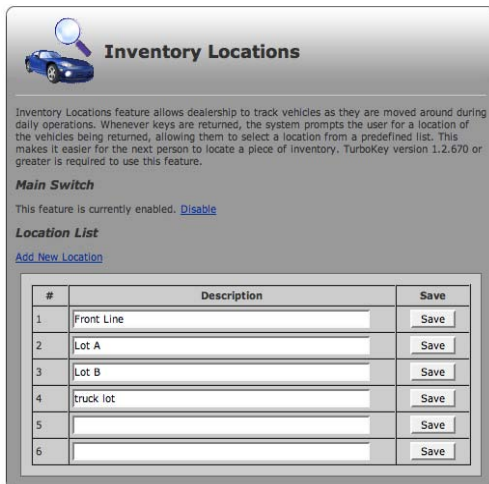
[Save Settings](#)

[Email Campaign Settings](#)

[Change testdrive email text](#)

For DATA COLLECTION under FORCE data validation:

1. Enter the requirements with the drop down menu on the right. Choices, Not Required, Before Testdrive & On Close Testdrive.
2. Click SAVE SETTINGS.
3. RESTART THE MACHINE TO PUT ANY CHANGES INTO EFFECT.



Inventory Locations

Inventory Locations feature allows dealership to track vehicles as they are moved around during daily operations. Whenever keys are returned, the system prompts the user for a location of the vehicles being returned, allowing them to select a location from a predefined list. This makes it easier for the next person to locate a piece of inventory. TurboKey version 1.2.670 or greater is required to use this feature.

Main Switch

This feature is currently enabled. [Disable](#)

Location List

[Add New Location](#)


#	Description	Save
1	<input type="text" value="Front Line"/>	Save
2	<input type="text" value="Lot A"/>	Save
3	<input type="text" value="Lot B"/>	Save
4	<input type="text" value="truck lot"/>	Save
5	<input type="text"/>	Save
6	<input type="text"/>	Save

21 INVENTORY LOCATIONS

This feature allows the dealership to track vehicles as they are moved around the dealership for daily operations. When the key is returned to the machine the system will prompt the user for a location of the vehicles being returned, allowing them to select a location from this predetermined list. From here you can input the location options as well as enable or disable the feature.

ENABLE FEATURE

1. Click ENABLE
2. ADD LOCATIONS by clicking ADD NEW LOCATION and then typing in the field provided.
3. Click Save. Continue for the different locations you would like to offer.



Reasons for Removal

Reasons for removal feature allows personnel to quickly specify why they are removing a key to a particular vehicle. Up to 10 preset reasons can be configured for a user to choose from. There is also a way to enter a custom comment. Reasons for removal are displayed in key history as well as on the vehicle screen in SalesTouch.

This feature is currently enabled. [Disable](#)

Reasons for removal	
Service	
Detailing	
Auction	
PD1	
Body shop	

[Save Changes](#) [Reset](#)


* The machines must be restarted after changing settings on this page.

22 REASONS FOR REMOVAL

This feature allows personnel to quickly specify why they are removing a key to a particular vehicle. From here you can input 10 different reasons for removal as well as enable or disable the feature.

ENABLE FEATURE

1. Click the blue ENABLE link. To DISABLE click the blue DISABLE link.
2. ADD REASONS by clicking typing in the fields provided.
3. Click SAVE CHANGES.



Lotmaster Help


Welcome to the new Lotmaster Help System.

Your current options are:

- [Download Machine Manual](#)
- [Frequently Asked Questions](#)
- [Fill out support request form](#)
- [Contact 1Micro](#)

23 HELP

This feature allows staff to download the machine manual, download this manual, directs you to the FAQ page, brings you to the Support Request Page, and gives contact information for 1Micro.



Frequently Asked Questions

- [TurboKey™](#)
- [This web site](#)

TurboKey™ related questions

TurboKey is beeping! Help!
It probably got unplugged. TurboKey has a built in uninterruptible power supply. When utility power is lost, the system will begin using the UPS battery and notify you of that by beeping. Simply plug the system back into the outlet, and the beeping will stop.

What type of power does TurboKey need?
TurboKey requires a standard 115V grounded outlet.

Questions about this website

24 FAQ's

The FAQ's are currently being updated. If you feel your question may be common, before contacting 1Micro, give this page a chance.



Contact 1Micro

1Micro website provides up to date information about the company, new products and upcoming events. Please visit www.1micro.com for more information.

Department	e-mail	telephone
Sales	sales@1micro.com	(612) 423-2700
Support	support@1micro.com	(612) 423-2700

25 CONTACT 1MICRO

If you are having a support issue, you can either fill out a Support Request Form from the HELP page, or go ahead and call Support. Either the number listed on this page, or 952.767.1010 ext 3.



Documents and Form download

Adobe Acrobat Reader is required to use these documents. It can be downloaded from [here](#).

Personnel

[Employee Bio Worksheet](#)

26 DOCUMENTS AND FORM DOWNLOAD

This page has the Employee Bio Worksheet. Dealerships that use 1Micro's InstantResponse marketing should have all sales staff fill out this form and fax it to the number provided on the bottom of the page.

1MICRO

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