

# ROLLICK

*THIS IS NEXT LEVEL  
RELATIONSHIP MARKETING*

ROLLICK.IO



# RV

# POWERSPORTS



# MARINE

INTRODUCING

## SalesDriver

ROLLICK'S OUTDOOR VEHICLE BUYING PROGRAM THAT ENABLES DEALERS TO INCREASE SALES AND BUILD CUSTOMER LOYALTY THROUGH PARTNERSHIPS WITH AMERICA'S FAVORITE BRANDS.



**PROGRESSIVE**



**State Farm**

**FIRST RESPONDERS**

**ACTIVE MILITARY**

**VETERANS**

**& 2000+ OF THE COUNTRY'S LARGEST EMPLOYERS**



\* Not Available In All Markets

# WHY ROLLICK

## 1. SELL MORE VEHICLES

Rollick differentiates your website and sales process with our partner brands resulting in higher lead to sale conversion.

## 2. ACQUIRE MORE CUSTOMERS

Rollick markets your inventory to millions of members, customers, and employees of America's most trusted brands.

## 3. AUTOMATE PROSPECT MARKETING

Rollick continuously re-markets all prospect follow-ups so customers stay connected with your dealership.

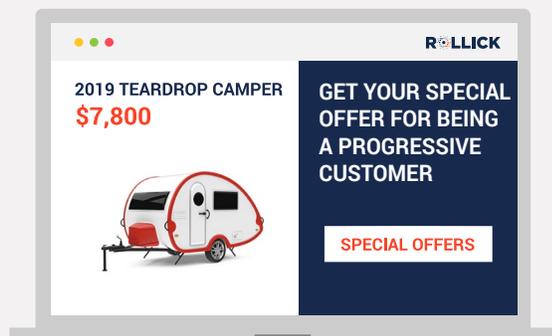
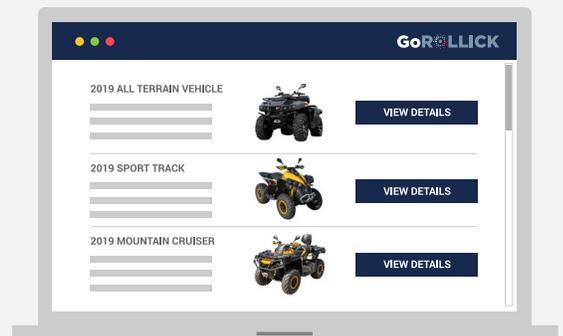
## 4. INCREASE PROSPECT CONNECTIONS

Rollick supercharges your in-house sales efforts through additional prospect follow-ups and appointment setting firepower.

# SalesDriver KEY FEATURES

## GoRollick Leads

Rollick markets your inventory to our partner network (GoRollick) representing millions of members, customers, and employees of America's most trusted brands.



## Website Offers

Use the power of Rollick's trusted partner brands on your website. Increase leads and sales by showing service, parts and vehicle offers to validated members of Rollick's list of partners such as Sam's Club, AAA, Insurance Companies, National Employers, Military and First Responders personnel.

## RollickLens

RollickLens allows dealers to track prospect activity before, during, and after they express interest in your inventory – wherever they might be: on our GoRollick network sites, on your website or certain other 3rd party sites. Know more about your customer's journey during the sales process!

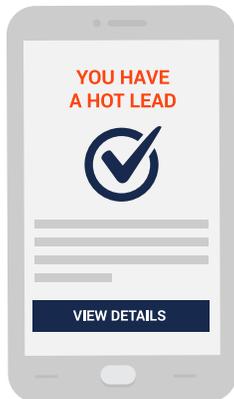
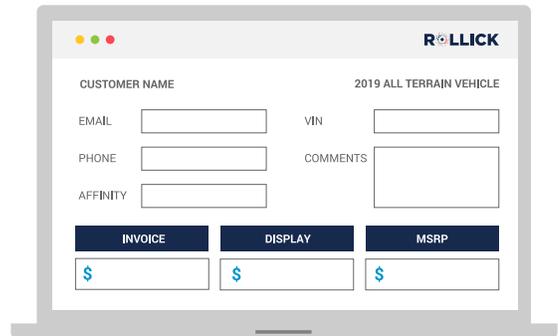


## OEM Incentives

Easily apply available OEM incentives to specific vehicles, at the VIN, trim, and stock level. Rollick's logic-based incentive platform allows you to find and calculate incentives when advertising inventory and communicating with customers.

## Response And Quoting

With Rollick, you can respond to leads quickly and easily with the ability to produce professionally designed price quotes within minutes. Leverage the power of our national partner brands to establish trust and increase close ratios in your sales process.

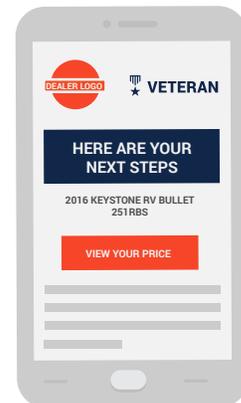


## Hot Lead

Let Rollick make your sales day a little easier and more efficient. Using proprietary technology, we score and classify leads as "Hot Leads". Scoring factors include site activity, email activity, time-to-purchase and concierge conversations.

## Email Re-Marketing

When potential customers view offers, request a quote or verify their membership on your website, SalesDriver automatically sends follow-up emails to keep prospects engaged in the buying process.





## CRM Integration

Rollick can transmit leads to your CRM before or after you send a quote to the prospect. Integrate Rollick directly into your process. Available for select CRMS: the ability to access the Rollick quoting tool from the CRM.

## Concierge Call Center

Don't let sales opportunities pass you by! Rollick's trained representatives call leads on your dealership's behalf to help increase appointments at your store. Increase sales and satisfaction with the help of our concierge center.



## Don't Just Take It From Us

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*I've been pleased with Rollick's ability to help convert and close our website traffic at a much higher rate than any other lead source. Last month, we achieved a 20%+ lead to sale conversion rate. Rollick's technology platform helps my dealership deliver professional pricing certificates that truly differentiates my dealership from my competition.*

**Paul McGowan**  
General Manager Extreme Powersports



*I have found it so easy to deliver pricing using Rollick's pricing tools. When a new customer is sent to me, I send quotes directly from my mobile phone and have dramatically increased my contact rate.*

**Amber Friedman**  
Ambassador of Fun / Explore USA RV Supercenter

*From Pre-Purchase through Re-Purchase, Rollick helps Manufacturers, Dealers and Affinity Partners connect with their customers through an ecosystem of marketing and technology solutions.*

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