

# smartFACTS®

Optimize your sales performance with the SmartFacts® performance analytics product.

The ResponseLogix® SmartFacts measurement and metrics dashboard gives you clear optics into the sales performance and lead handling data of your team, and helps you assess where improvements can be made to maximize your close rates.

- Track leads and response times via e-mail and phone, at the salesperson level.
- Track reactivations of cold prospects, and confirm they have been properly followed up on.
- Use the SmartFacts data reinforce Internet Sales Best Practices, and increase your dealership close rate.

“With SmartFacts I get the report every Monday, review it over lunch then have my meeting. By then I know who's on top of it and who may need a closer look”

AI Cramer  
ISD Sloane Honda

