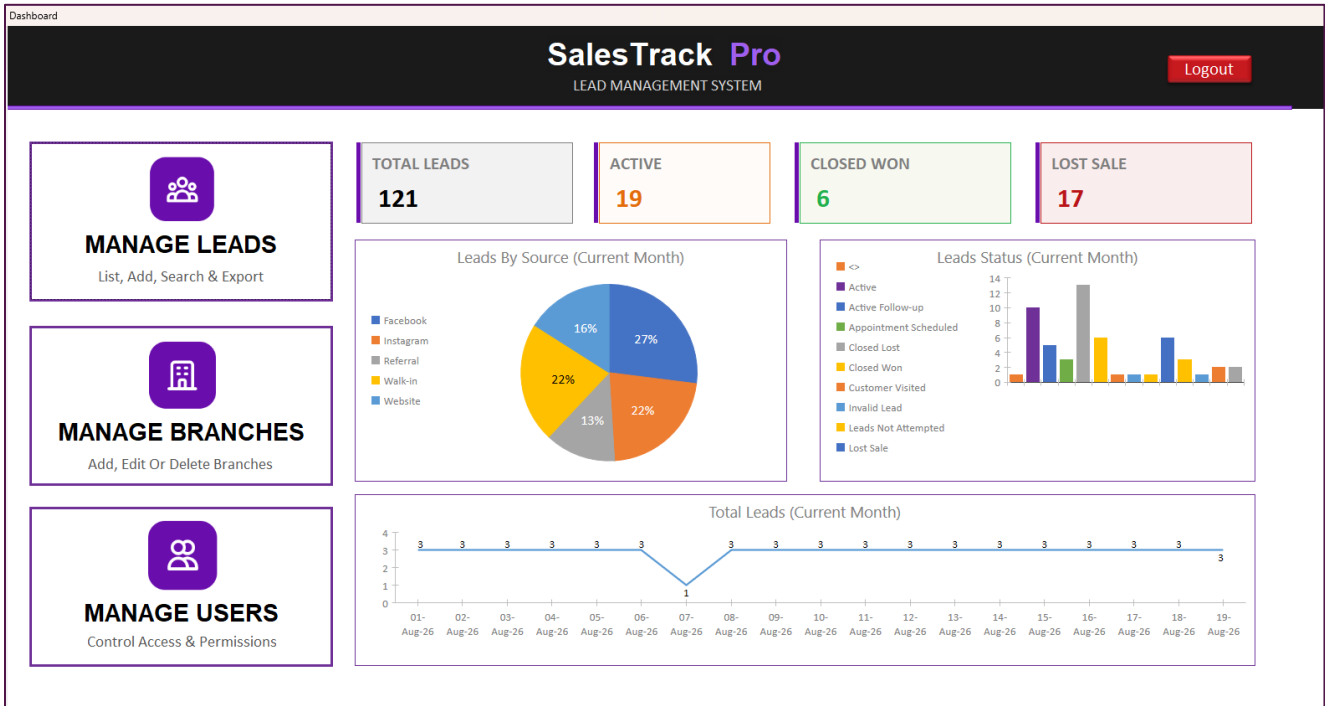


SalesTrack Pro: Automotive Lead Management System

Admyon Systems

Building Smarter Business Solutions



Business Problem

Automotive sales involve high-ticket items and long decision cycles. Dealerships with multiple showrooms often struggle to distribute leads efficiently among sales personnel. Standard CRMs fail to capture industry-specific workflow steps—such as scheduling test drives or tracking trade-in vehicle appraisals—leading to dropped follow-ups, disorganized sales floors, and lost revenue to competing dealerships.

Our Solution

Admyon Systems developed a specialized Automotive CRM that tightly controls the customer journey from the first digital inquiry to the final vehicle invoice. The platform enforces follow-up discipline by logging up to three distinct contact attempts. By incorporating a dedicated "Process Tracking" module that records exact dates for Appraisals, Quotes, and Test Drives, the system equips dealership managers with total visibility over their multi-branch sales operations.

Key Features

- Dynamic Analytical Dashboard (Lead Sources, Status Breakdown, Pipeline Trends)
- Automotive-Specific Process Tracking (Test Drive & Appraisal Dates)
- Structured Follow-Up Discipline (1st, 2nd, and 3rd Attempt Logging)
- Multi-Branch and Role-Based User Management (Admins vs. Sales Users)
- Comprehensive Lead Status Workflows (Quotation Raised, Closed Won, Lost Reason)
- Automated Performance Reporting by Branch and Salesperson

Technologies Used

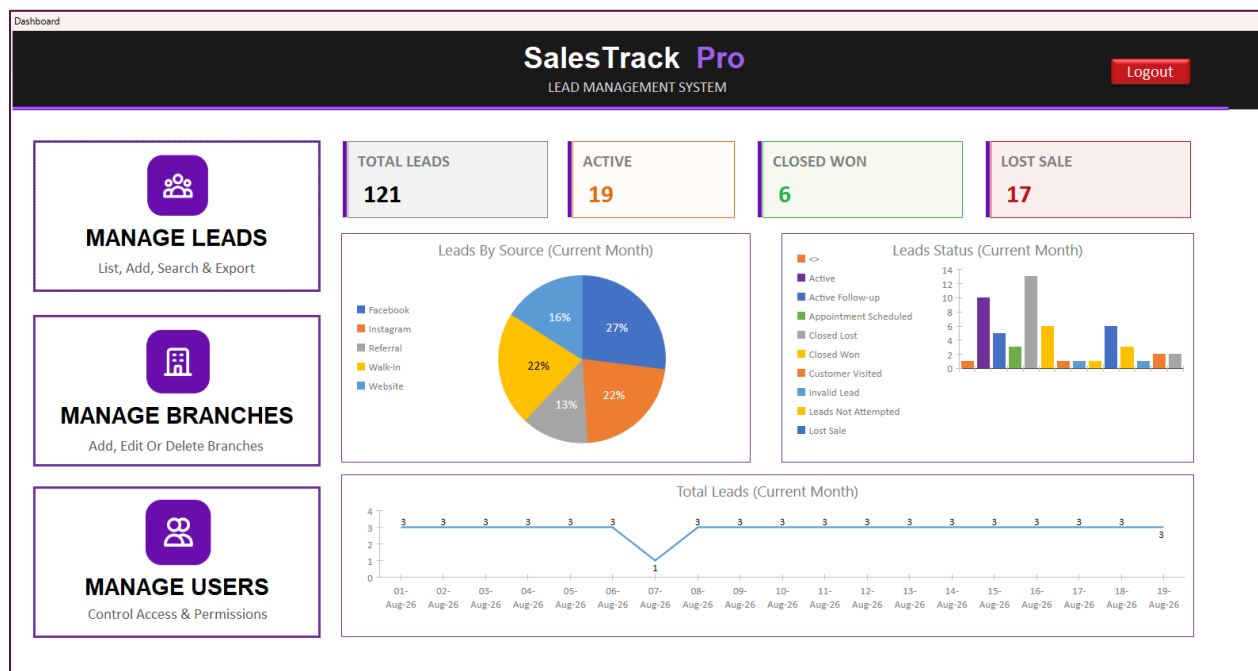
Technology	Used
Microsoft Access	
VBA (Visual Basic for Applications)	
SQL	

System Modules

- Secure Login Portal
- Executive Analytical Dashboard
- Manage Leads & Deal Pipeline
- Lead Details & Process Tracking
- Manage Branches & Users
- System Reports & Performance Export

Screenshots

Executive Analytical Dashboard



A visually rich command center providing dealership principals with real-time pipeline metrics, including conversion rates (Closed Won vs. Lost Sale), a breakdown of lead sources (Facebook, Walk-in), and daily volume trends.

Lead Details & Auto Sales Workflow

Lead Details Form

< Back

Lead Details Form

CUSTOMER & LEAD INFO

Title

Customer Name

Customer 1

Contact Number

+92-300-7295532

Email

Lead Date

4/1/2026

Inquiry Source

Facebook

Model Of Interest

Model 1

Category

H

Branch Name

Branch B

Assigned To

User 4

Attempts & Remarks

1st Attempt

3/2/2025

Initial follow-up done

2nd Attempt

12/9/2025

Second follow-up call

3rd Attempt

1/19/2026

Third follow-up message

PROCESS TRACKING (DATES)

Appt Date

6/5/2025

Visit Date

5/10/2025

Quote Date

11/7/2026

T-Drive Date

11/6/2026

Appraisal Date

8/20/2026

Order Date

5/13/2024

Invoice Date

10/26/2025

Further Remarks

General discussion with customer 1

Lead Status

Appointment Scheduled

Select Lost Reason (if any)

Customer postponed purchase / Not ready now

Save Lead

A highly specialized CRM entry form designed for car sales. It meticulously logs customer models of interest and structures the sales process by recording distinct dates for Test Drives, Appraisals, Quotes, and Invoices.

Master Leads Inventory

Manage Leads

< Back

Manage Leads

Refresh

Search by Customer Name, Category, Sales Person, Branch, or Status

Search

Clear

Check Performance

Import Leads

+ Add Lead

Lead ID	Lead Date	Customer Name	Contact Number	Email	Sales Person Name	Branch Name	Status	Lead Age	Actions
1	4/1/2026	Customer 1	+92-300-7295532		User 4	Branch B	Appointment Scheduled	128	View/Edit X
2	4/1/2026	Customer 2	+92-300-7926812		User 8	Branch C	Active Follow-up	128	View/Edit X
3	4/2/2026	Customer 3	+92-300-6849898		User 4	Branch C	Active Follow-up	127	View/Edit X
4	4/2/2026	Customer 4	+92-300-8293232		User 12	Branch A	Lost Sale	127	View/Edit X
5	4/3/2026	Customer 5	+92-300-5558245		User 8	Branch A	Active Follow-up	126	View/Edit X
6	4/3/2026	Customer 6	+92-300-1592534		User 2	Branch A	Lost Sale	126	View/Edit X
7	4/3/2026	Customer 7	+92-300-8688091		User 9	Branch E	Lost Sale	126	View/Edit X
8	4/4/2026	Customer 8	+92-300-3493954		User 13	Branch A	Active Follow-up	125	View/Edit X
9	4/4/2026	Customer 9	+92-300-4484672		User 14	Branch E	Appointment Scheduled	125	View/Edit X
10	4/4/2026	Customer 10	+92-300-8105454		User 5	Branch C	Customer Visited	125	View/Edit X
11	3/4/2026	Customer 11	+92-300-6854899		User 14	Branch D	Order Intake	156	View/Edit X
12	4/5/2026	Customer 12	+92-300-7652763		User 10	Branch B	Lost Sale	124	View/Edit X
13	4/6/2026	Customer 13	+92-300-4377711		User 9	Branch E	Closed Won (Sold)	123	View/Edit X
14	4/6/2026	Customer 14	+92-300-1522421		User 2	Branch D	Closed Won (Sold)	123	View/Edit X
15	4/7/2026	Customer 15	+92-300-8690593		User 7	Branch B	Invalid Lead	122	View/Edit X
16	4/7/2026	Customer 16	+92-300-3965259		User 14	Branch B	Trade-in Completed	122	View/Edit X
17	4/7/2026	Customer 17	+92-300-1826177		User 12	Branch D	Test Drive Completed	122	View/Edit X
18	4/7/2026	Customer 18	+92-300-2662126		User 8	Branch E	Order Intake	122	View/Edit X
19	4/7/2026	Customer 19	+92-300-4654854		User 15	Branch B	Quotation Raised	122	View/Edit X
20	4/8/2026	Customer 20	+92-300-8988094		User 3	Branch C	Active Follow-up	121	View/Edit X
21	4/1/2026	Customer 1	+92-300-7295532		User 4	Branch B	Leads Not Attempted	128	View/Edit X
22	4/1/2026	Customer 2	+92-300-7926812		User 8	Branch C	Appointment Scheduled	128	View/Edit X
23	4/2/2026	Customer 3	+92-300-6849898		User 4	Branch C	Trade-in Completed	127	View/Edit X
24	4/2/2026	Customer 4	+92-300-8293232		User 12	Branch A	Test Drive Completed	127	View/Edit X
25	4/3/2026	Customer 5	+92-300-5558245		User 8	Branch A	Lost Sale	126	View/Edit X
26	4/3/2026	Customer 6	+92-300-1592534		User 2	Branch A	Invalid Lead	126	View/Edit X
27	4/3/2026	Customer 7	+92-300-8688091		User 9	Branch E	Appointment Scheduled	126	View/Edit X

Total Leads : 120

The central pipeline directory tracking all active inquiries across the dealership network, filtering leads by assigned salesperson, physical branch, and exact stage in the buying cycle (e.g., Trade-in Completed).

User Roles & Access Management

Manage Users

User ID

1

Full Name

User 1

Username

user1

Password

pass1

Role

Admin

Branch Name

Branch D

Is Active

☒

Add New

Save

Delete

User ID	Full Name	Username	Password	Role	Branch Name	Is Active
1	User 1	user1	pass1	Admin	Branch D	☒
2	User 2	user2	pass2	Sales User	Branch E	☒
3	User 3	user3	pass3	Admin	Branch B	☒
4	User 4	user4	pass4	Sales User	Branch D	☒
5	User 5	user5	pass5	Sales User	Branch B	☒
6	User 6	user6	pass6	Admin	Branch E	☒
7	User 7	user7	pass7	Sales User	Branch C	☒
8	User 8	user8	pass8	Admin	Branch B	☒
9	User 9	user9	pass9	Sales User	Branch A	☒
10	User 10	user10	pass10	Sales User	Branch B	☒
11	User 11	user11	pass11	Sales User	Branch D	☒
12	User 12	user12	pass12	Sales User	Branch C	☒
13	User 13	user13	pass13	Sales User	Branch D	☒
14	User 14	user14	pass14	Admin	Branch C	☒
15	User 15	user15	pass15	Sales User	Branch B	☒
* (New)						☒

An administrative backend ensuring secure access control, allowing management to assign specific roles (Admin vs. Sales User) and restrict sales agents to their designated physical branches.

Branch Network Configuration

Manage Branches

Branch ID

1

Branch Name

Branch A

Add New

Save

Delete

Branch ID	Branch Name
1	Branch A
2	Branch B
3	Branch C
4	Branch D
5	Branch E
* (New)	

A scalable configuration module enabling the dealership group to add, edit, or remove physical showroom locations (Branch A, B, C) as their retail footprint expands.

System Reports & Performance Export

System Reports

<- Back

Performance Menu

Filters

Start Date:1/1/2026End Date:8/7/2026

Select Branches:

1	Branch A
2	Branch B
3	Branch C
4	Branch D
5	Branch E

Select Users:

1	User 1
2	User 2
3	User 3
4	User 4
5	User 5
6	User 6
7	User 7
8	User 8
9	User 9
10	User 10
11	User 11
12	User 12



Leads Performance

View branch-wise performance for the selected period.

View Report



Export Leads

Download all lead data directly into Excel format

Export Excel

A dedicated analytics interface allowing management to generate branch-wise performance reports over specific date ranges and instantly export massive lead datasets into Excel for external marketing campaigns.

Business Benefits

- ✓ Increased vehicle closing rates by enforcing a strict 3-attempt follow-up protocol for every inquiry
- ✓ Eliminated lead overlap and confusion by distinctly assigning prospects to specific branches and sales agents
- ✓ Streamlined dealership operations by tracking specific physical milestones like Test Drives and Appraisals
- ✓ Enhanced marketing ROI by identifying which lead sources (e.g., Instagram, Walk-ins) generate the most sales
- ✓ Secured sensitive client data through strict, role-based access permissions

Project Highlights

- Automotive Sales Logic
- Test Drive / Trade-in Tracking
- Multi-Branch Architecture
- Rich Visual Analytics
- Exportable Performance Data

Future Enhancements

Future versions of this system may include:

- Integration with dealership inventory databases to link leads directly to available vehicle VINs
- Automated SMS confirmations sent to customers 24 hours before their scheduled Test Drive
- A mobile companion app for sales agents to log walk-in leads directly from the showroom floor
- API integration with lead generation platforms (e.g., AutoTrader, Cars.com) for automatic data entry

Project Summary

SalesTrack Pro highlights Admyon Systems' deep understanding of high-ticket retail environments. By replacing generic sales pipelines with automotive-specific milestones, this platform provides multi-branch car dealerships with the exact structure needed to convert inquiries into finalized vehicle sales.