

How to Pitch to Your Sales Team

All people in all departments in the rental business are affected by the purchase of a new rental management system. Oftentimes behind-the-scenes departments are left out of the conversation and are then forced to adapt and overcome. We at Alert understand how important the Sales and Marketing Departments (or the person in the organization who wears the marketing hat!) are, and we want to show you some features that are specifically for you, to make your job easier.



Aesthetics and Brand Management

We know how much you've invested in your branding, and we want you to be able to leverage every bit of it. Alert has a number of features that enable you to customize how things are presented to your market.

- **Website Integration and E-Commerce.** Before your customers ever step foot into your store, they probably stop by your website. Alert can integrate with your website so you're able to accomplish a number of objectives: your branding and your look and feel are all your own. You can work with your own web developers to integrate with Alert, and maintain complete ownership and control of your website. Alert can start orders with a WebRequest, or accomplish a complete E-Commerce experience. You're in complete control. After John Q Public is your customer, they can log on to a customized Customer Portal to self-service.
- **Sign & Rent.** More than just sending your customers bids to sign, Sign & Rent allows you to completely customize what they see, where they initial, and simultaneously attach it all back to the correct ticket. Everything is completely customized to your business, and your clients will see nothing but a polished and professional eco-friendly business.
- **Ticket Customization.** Rental quotes and contracts run the gamut from minimalistic equipment documents to beautiful works of art for events. Alert will work with you to ensure that your forms are presenting the image you want to project, along with the required utility.
- **Branding.** Built right in Alert is a way for you to keep your branding and signatures with each communication. You'll be sending invoices or other contacts from Alert, but your customers will see a communication that looks as polished and professional as you desire. Everything from your email signatures to your website to your ticket forms will reflect your company's image.
- **Document Center.** Use Alert's Document Center to batch send reservations in advance of upcoming orders. You can also create a customized flyer in any application you like, save it as a PDF, and send it with your documents. This is an easy way for you to send specials, coupons, and special mailings.

Analytics and Customer Service

It's all about metrics these days, and Alert delivers. We offer robust reporting capabilities so you're able to take a deep dive into your business. You need to know where you've been in order to see where you're going.

- **Report Writer.** Along with hundreds of off-the-shelf reports, Alert has a sophisticated Report Writer built right in. It's powerful, but easy to use, so you can write your own reports. Don't feel like writing a report? That's OK too. We're happy to work with you to help you generate the exact information you need.
- **Excel Plugin.** Every report in Alert can be turned into an Excel workbook. But that's not all! If you've got information you consistently need to refresh, we can set up an Excel Plugin to get any information you need out of Alert with the touch of a button. Meaningful, actionable data is always at your fingertips.
- **Renter Department.** Alert has ways for you to track which of your customers is in a particular line of work. Want to focus marketing efforts on just contractors or caterers? You can customize as many different categories as you like and report on them.
- **Current Contact Information.** There is a feature in each customer record that allows for an unlimited number of personalized customer contacts. (Think mini-CRM system!) With each new transaction, you have the opportunity to collect updated customer information such as email and phone number, which are all reportable.
- **Schedule Tasks.** Never miss a follow-up with a client again! Alert can schedule tasks right from the system directly to your Outlook.
- **Commission Manager.** Alert's in-depth Commission Manager system can be used as a high-level sales management tool, and it can be used to compensate sales people as well. You'll have visibility on discounts, tracking for tiered profitability, multiple plans, and commissions can be calculated when the business is booked, or when it's billed. This robust system does all the calculations so sales managers can stay focused on their teams.

Integration to CRM

Are you ready to take your marketing to the next level? Alert offers an integration to Zoho CRM.

- **Collaboration.** Showcasing Alert's collaborative nature with our clients, this feature was requested at our annual Alert User Group Summit. We worked with our clients to select an application for integration and continue to work with our clients to move the integration forward.
- **Sync.** Alert and Zoho CRM sync data back and forth between Customers, Contacts, and Tasks. One system can update the other, or they can update each other. This can be accomplished on-demand, or as a scheduled process throughout the day.

Alert's Marketing Focus

We've been in the rental software business for over 40 years, and we've had the opportunity to work with the brightest minds in rental marketing – our clients! Alert's philosophy is one of true collaboration, and you'll see that in how we conduct business.

- **Specialized marketing reports** such as annual events and who hasn't rented from you for a while, are easy to run and included in the system. Data such as email addresses is simple to extract for export to programs such as Constant Contact or Mail chip. We've been thinking about the marketing side of rental for years and we're here to help
- **Salespeople** are able to access Mobile Reports, which gives them the ability to see real-time information from outside the Alert system. They can see customer and asset information such as what a customer's balance is, what's out on rent, and what's available – all from a jobsite away from your location.
- **Alert User Group Summit.** Not only will you have direct impact on new features in your Alert system, you'll have access to your peers in the industry. Network, talk about best practices, and go home with great ideas that will generate new leads. There are all kinds of marketing gurus at our annual User Summit and you'll all take away great ideas from each other.

Rental is our passion, and it's all we do. We love working with rental businesses and everyone in them. Each person in the business has an opportunity to be impactful, and the marketing people are essential. As we've curated Alert over the years, we've heard you, worked with you, and understood what you need to be successful at what you do. With each revision of Alert, we keep evolving right along with you.



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