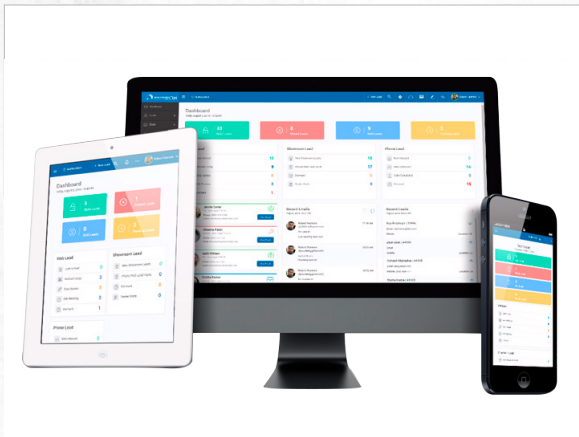


Dealer Spike Names Dealership Performance 360 as the Preferred CRM Provider for Dealer Spike Dealers

Dealer Spike announces its partnership with Dealership Performance 360 (DP360) to improve client relationship management (CRM) processes for dealers.



Wilsonville, OR, (May 14, 2021) – Dealer Spike and Dealership Performance 360 have partnered to provide market-leading CRM software that drives greater lead tracking, sales engagement and client retention for dealers across multiple verticals, including powersports, auto, marine, RV and more.

“It is our utmost pleasure to accelerate results online and in-store for our dealership community through our partnership with Dealership Performance 360,” says Derrick Brown, Vice President of Sales at Dealer Spike. “In addition to premium

website and digital marketing services, our dealers can also benefit from tried-and-true CRM software that integrates seamlessly with our workflow solutions to make customer engagement easier than ever. The DP360 team is an organization of experts whose multi-year experience and unique knowledge have inspired a full suite of innovative services designed to drive dealer success.”

DP360’s solutions include customizable workflows, automated lead routing, mobile optimization, email integration and marketing, texting services and in-depth reporting. As Dealer Spike’s preferred CRM partner, DP360 leverages premium software to pull inventory directly from Dealer Spike dealers’ websites and provide valuable analytics such as true lead scoring, giving dealers easy access to information that will help them to dominate the industry.

“Dealership Performance 360 works with several global brands, including multiple Dealer Spike partners such as Airstream, BRP, Indian, Kawasaki and Polaris,” says Phong Tran, Vice President of Sales at DP360. “We are delighted to partner with Dealer Spike itself to offer their clients a practical and affordable solution to managing their incoming leads and current customers. Dealers will gain innumerable opportunities to track and connect with sales leads, as well as remain fruitfully connected to anyone who has made a previous purchase. Any dealer, regardless of size, can become a top performer in their industry with the right CRM software.”



ABOUT DEALER SPIKE



Since 2008, **Dealer Spike** has focused on driving online leads and in-store sales for dealerships in multiple industries. The company provides powerful and distinctive web solutions and digital marketing tools to thousands of dealers, distributors and manufacturers worldwide. Dealer Spike's expertise comes from real-world dealership experience and a passion for listening and responding to dealers' needs.

ABOUT DEALERSHIP PERFORMANCE 360 CRM



Dealership Performance 360 CRM is known for its technological achievements in agile software development and has more than a decade of experience in driving better processes, procedures and accountability for dealerships in the US, Canada and UK. Referred to as industry experts by Powersports Business, the DP360 management team has worked with many top-level manufacturers and retailers to provide proven CRM solutions for the dealership community.

