

Press release

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The BRIT GmbH presents the "VIRTUAL Salesman", the innovative solution for vehicle-management and vehicle-marketing on the "Automechanika"-mess, which takes place in Frankfurt / Main from the 14th to 19th September 2010.

The VIRTUAL-Salesman is a webbased solution, which leads on new- and preowned vehicle-management to web-marketing and finally to conventional car dealership.

The VIRTUAL Salesman is filled with present vehicle- and customer facts, which are taken from the CRM (Customer-Relationship-Management) and DMS (Dealer-Management-System) respectively.

Component of the full system is an own brand or car dealership website with individual, automated proposal functions and comfortable search functions, which discharges the dealer. An automatical delivery to web-vehicle-search takes place.

With the aid of the "Multi-Client-Module" the VIRTUAL Salesman it's possible to connect several car dealerships, so that every member of the group can have a look at the proposals of other car dealerships in the group. Due to this function storage costs are reduced extremely.

Another function of the VIRTUAL Salesman is the premium management, which allows the reproduction of all types of premiums.

BRIT GmbH acts Germany-wide in the automotive-sector. Due to its many experiences in several sectors (document-management, output-management, location networking, server concepts, IT-security, network- and systemsupport such as a targeted support for trade development) BRIT is able to offer diverse solutions for car dealerships.

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