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**mdTransit**  
**DriveTrain Dealer's Guide**  
**Version 1.0**



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## Introduction to DriveTrain

This manual contains all the information needed to begin using DriveTrain, the web-based vehicle inventory and administrative management system for mdTransit. DriveTrain enables you to integrate your vehicle inventory seamlessly into your website. It is especially useful for making single changes, but does not replace the inventory data feeds that are sent daily to be displayed on the autos site. DriveTrain also allows you to manage mdTransit customer data, and view mdTransit reports.

**Note:** The core features of DriveTrain replace those provided by Cobalt's AutoShow product.

## Providing Feedback

To maintain the quality of our publications and software, we welcome your comments on the accuracy, clarity, and value of this publication and all other product documentation. Send comments to the Morris DigitalWorks Documentation Department at: [mdw.doc@morris.com](mailto:mdw.doc@morris.com).

## Getting Assistance

### Application Help

Help is available on each screen of the DriveTrain Application. Simply click the **Help** link located in the upper right of the screen, to display the help information for that screen.

### Technical Support

If you experience problems with mdTransit Reporting or any other Morris DigitalWorks product, please contact customer support at (706) 828-2955 (9am-6pm EST). You can also send an e-mail to MDW Support at [support@morris.com](mailto:support@morris.com)

## Features

The key dealer features of DriveTrain are:

### Account Management

- View All Publication Accounts

### Inventory Management

- Add new vehicle inventory
- Edit current vehicle inventory
- Search current inventory
- Activate / De-activate current inventory
- Highlight features vehicles

### Contact Management

- Customer Management
- Edit Dealer information pages
- Display Dealer Pages
- Add, edit and view Salespeople information.

### Site Reporting

- Dealer leads
- Dealer Referrals
- Inventory Overview
- Inventory Comparison Pages
- Inventory Detail Pages
- Inventory search by Ty[e
- Inventory Search by Make
- Inventory Search by Zip Code
- Searches for Dealers

**Photo Management**

- Add up to 6 photos for each vehicle
- Add dealer logos, display ads and maps
- Add salespeople photos

## System Requirements

DriveTrain requires an Internet connection and any of the following browsers:

- Microsoft Internet Explorer 4.0 or higher
- Netscape 6.0 or higher
- Firefox/Mozilla 1.0 or higher.

## Accessing DriveTrain

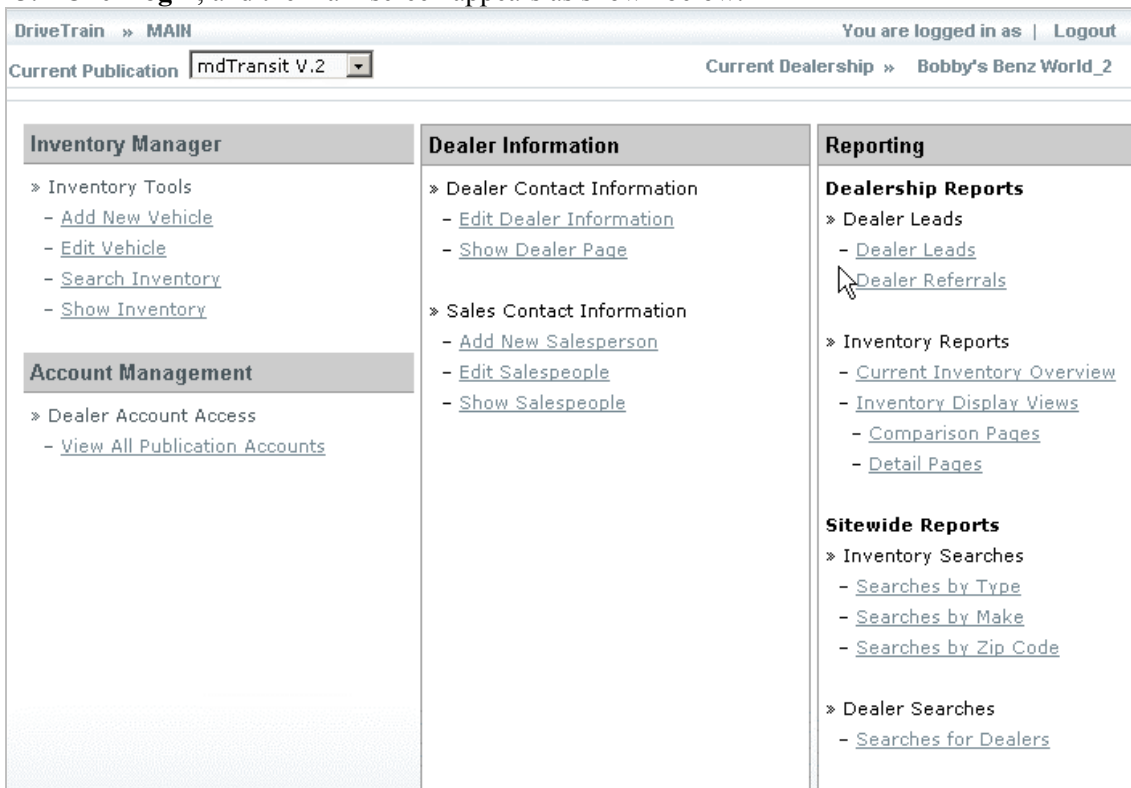
### Logging In

To login to DriveTrain:

1. Go to the URL provided to you by your support representative or property contact.
2. Enter your username and password, also provided by your support representative or property contact.

**Note:** Usernames and passwords are case sensitive.

3. Click **login**, and the main screen appears as shown below.



**Figure 1. The DriveTrain Main Screen**

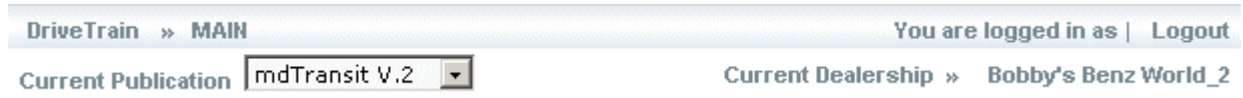
### Logging Out

When you are finished using DriveTrain, you should click the **Logout** button, located at the upper right side of the screen. Clicking this button assures that no one else will be able to use your account to access the application. Simply closing the application is not necessarily sufficient to prevent someone from accessing your session.

## Selecting a Publication

When logged in, all properties your dealership has access to appear in the **Current Publication** dropdown box (the current dealership displays in the box). This drop-down menu appears on each page of DriveTrain. Make sure that the appropriate publication is selected before making changes in DriveTrain.

**Note:** Your dealership may only have access to one publication. If this is the case, there will only be one publication displayed in the drop-down menu.



**Figure 2. Publication and Dealership selection boxes.**

## Types of Accounts

All data changes and additions made using DriveTrain are linked to specific user accounts. There are three types of accounts in DriveTrain:

- Dealers
- Publication Administrators
- Site Administrators

Each account has access only to specific features of DriveTrain as explained below. This guide focuses on only the features that are available to the Dealer Accounts, but may explain when to contact a property representative who acts as the administrator accounts.

### Dealers

Dealers are restricted to viewing only information related to their specific dealership. They do not have access to the inventory or contact information of other dealers. Dealer accounts have access to the following features:

Section	Dealer Features
Inventory Management	Add New Vehicle Edit Vehicle Search Inventory Show Inventory
Account Management	View All Publication Accounts
Dealer Information	Edit Dealer Information Show Dealer Page
Sales Contact Information	Add New Salesperson Edit Salespeople Show Salespeople
Site Reporting	Dealer Leads Dealer Referrals Inventory Display (Comparison Pages and Detail Pages) Inventory Search by Type Inventory Search By Make Inventory Search by Zip Code Searches for Dealers

## Publication Administrators

Publication Administrators have unlimited permissions and can access and edit all features, publications, and dealers within DriveTrain. This includes access to the following features:

Section	Publication Administrator Features
Inventory Management	Add New Vehicle Edit Vehicle Search Inventory Show Inventory
Account Management	View All Publication Administrator Accounts View All Publication Accounts Add Site Administrator Account Add Dealer Account
Dealer Information	Add New Dealer Edit Dealer Information Show Dealer Page
Sales Contact Information	Add New Salesperson Edit Salespeople Show Salespeople



Site Reporting	Site Traffic Summary Site Traffic Details Referring Sites Inventory by Dealer Inventory Overview Dealer Leads Dealer Referrals Current Inventory Overview Inventory Display Views (Comparison Pages and Detail Pages) Inventory Search by Type Inventory Search By Make Inventory Search by Zip Code Searches for Dealers Monthly Dealer Analysis
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## Site Administrators

Site Administrators are property-specific users who are empowered to act as proxies for all dealers served by the property. This allows mdTransit site administrators the ability to make quick changes and corrections to dealer information and vehicle inventory. Administrators have access to the following features:

Section	Site Administrator Features
Inventory Management	Add New Vehicle Edit Vehicle Search Inventory Show Inventory
Account Management	View All Publication Accounts Add Dealer Account
Dealer Information	Add New Dealer Edit Dealer Information Show Dealer Page
Sales Contact Information	Add New Salesperson Edit Salespeople Show Salespeople Create new dealer accounts
Site Reports	Site Traffic Summary Site Traffic Details Referring Sites Inventory by Dealer Inventory Overview Dealer Leads Dealer Referrals Current Inventory Overview

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Inventory Display Views (Comparison Pages and  
Detail Pages)  
Inventory Search by Type  
Inventory Search By Make  
Inventory Search by Zip Code  
Searches for Dealers

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## Inventory Manager

All links under the Inventory Manager section allow you to view and edit various items relating to the inventory of the selected mdTransit customer stored in the database.

### Inventory Manager

- » Inventory Tools
  - [Add New Vehicle](#)
  - [Edit Vehicle](#)
  - [Search Inventory](#)
  - [Show Inventory](#)

**Figure 3. Inventory Manager Section of DriveTrain**

## Adding New Vehicles

To add a vehicle to the DriveTrain inventory:

1. On the main DriveTrain screen, locate the Current Dealership dropdown menu, and select the dealership you want to add a vehicle to.
2. Under the Inventory Manager section, click **Add New Vehicle**.

**Note:** At a minimum, the following fields must be completed in order to add a vehicle to the inventory: VIN # or Stock ID, Type, Year, Make, Model.

3. On the Add Vehicle page, enter the following information about the vehicle.
  - VIN # - The 17 digit VIN number of the vehicle.
  - Stock # - The stock number of the vehicle.
  - Type- Select either New, Certified, or Used.
  - Year- The year the vehicle was manufactured.
  - Make and Model- Select the vehicle Make from the Make selection box. The available models are then available for selection in the Model box.
  - Trim- Enter the trim for the vehicle (i.e EX,LX...)
4. Enter the Vehicle Style information:
  - Exterior Color- Color of the vehicle.
  - Transmission- (Automatic, Manual, Continuously Variable).
  - Mileage- Current mileage.
5. If desired, upload up to 6 photos of the vehicle, by clicking on the **Browse** button. Navigate to the location of the stored file, and click **Open**.

**Troubleshooting:** Some dealers may see the following message displayed under the Upload Photo section “Your property must have the following attributes in order to upload images DATA\_ENTRY\_IMAGES\_ROOT\_PATH and/or DATA\_ENTRY\_IMAGES\_URL\_PATH.” If this occurs, contact your property representative, who can set these attributes in Template Manager.

**Tip:** The .gif file format is the recommended format for photos.

6. Enter the Pricing Information:
  - Price- The retail price you are asking for the car.
  - Invoice Price- Usually the Manufacturer's Suggested Retail Price (MSRP).
  - Select whether this will be a featured vehicle. Featured vehicles appear on the main autos page of your website.
7. Enter the Vehicle Description attributes:
  - Description- Include any special text to describe the vehicle, such as vehicle condition, extended warranties, etc. The limit is 250 characters.
  - Vehicle Class- (Compact, Midsize, Minivan...)
  - Body Style- (4-door 5-Passenger, 2-door 5-passenger...)
  - Body Type- Passenger Car, Sport Utility Vehicle, Passenger Van...)
  - Doors- The number of doors.
  - Engine- The base engine type (i.e Inline 4) or the amount of Horsepower (i.e. 300,350, 400). Ex. Inline 4 cylinder, cast aluminum block and head.
  - Induction- The vehicle's fuel Induction (i.e. SFI, Seq. EFI, SEFI)
  - Displacement- (ci/cc 91.3/1496...)
  - Cylinders- (four, six and eight)
  - Fuel Type- (Regular Unleaded, Premium Unleaded, Diesel, Natural Gas)
8. Select any of the Vehicle Features, by selecting the checkbox next to the feature.
9. Click **Save Changes and Continue**.

## Editing Existing Vehicles

To edit an existing vehicle:

1. From the main DriveTrainscreen, under the Inventory section, click **Edit Vehicle**.
2. On the Modify Inventory page, browse the inventory until you find the vehicle that you want to modify, and click the make/model link to open the vehicle details.
3. On the Vehicle Details page, click **Edit Vehicle** located in the upper right corner.
4. Make any desired changes to the vehicle information and click **Save Changes and Continue**.

Or

1. From the main DriveTrain screen, under the Inventory section, click **Edit Vehicle**.
2. On the Modify Inventory page, browse the inventory until you find the vehicle you want to modify. Click the **Edit** link located under the edit column.

## Searching Inventory

You can use the search feature to easily locate a vehicle or vehicles contained in the DriveTrain inventory.

**Figure 4. Inventory Search Screen**

### Quick Search

To perform a Quick Search:

1. Enter either of the following: VIN #, Ad ID #.
2. Click **Quick Search**.

### Full Search

To perform a more in depth search, enter any of the following options, then click **Search Inventory Now** at the bottom of the page:

- Type of Sale- (New/Used)
- Vehicle Status- (Active/Killed /Featured)

- Vehicle Type- (New/Used/Certified)
- Make- (i.e. Honda, Ford, Toyota)
- Model- (Civic, Focus, Camry)
- Style- The Trim level (i.e. LX,EX...)
- Class- (Compact, Sport Utility Vehicle...)
- Exterior Color- Color of the vehicle.
- Transmission- (Auto/Manual)
- Model Years- The years of manufacture.
- Price Range- The retail price you are asking for the car.
- Start Date- The earliest date to begin the search results. (last 24 hrs/last week/last month/last quarter)

## **Displaying All Inventory**

This page displays a list of all vehicles for the selected dealership contained in the DriveTrain Inventory for the selected dealership. The following information is provided for each vehicle:

- Year/Make/Model
- Color
- Price
- Type (New/Used/Certified)
- Whether it has an associated photo.
- Show- Changes the ad status from “Pending Payment” to “Active\_Immediate”

To view details on each vehicle, click the vehicle make/model link, to open the complete vehicle options.

DriveTrain » Show Inventory You are logged in | Logout

Current Dealership » -- Select Customer -- ?

---

[Search Inventory](#)

**7240 vehicles found** 1 of 145 << 1 2 3 ... 143 144 145 >>

Year Make / Model	Color	Price	Type	Pix	Show	Top	Edit	Lock
<b>Inventory</b>								
<a href="#">2003 asdf a asf asf</a>		\$0	NEW	0	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">Edit</a>	<input type="checkbox"/>
<a href="#">2005 Chevy Imapala</a>	White	\$10,000	NEW	1	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">Edit</a>	<input type="checkbox"/>
<a href="#">2005 MoDqital mdTransit</a>	Black	\$60,000,000	CERTIFIED	1	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">Edit</a>	<input type="checkbox"/>
<a href="#">2003 Toyota Camry</a>	White	\$16,000	CERTIFIED	1	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">Edit</a>	<input type="checkbox"/>
<a href="#">1994 Turing Machine</a>		\$100,001	CERTIFIED	0	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">Edit</a>	<input type="checkbox"/>
<a href="#">1994 Turing Machine</a>		\$100,001	CERTIFIED	0	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">Edit</a>	<input type="checkbox"/>
<a href="#">1994 Turing Machine</a>		\$100,001	CERTIFIED	0	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">Edit</a>	<input type="checkbox"/>
<a href="#">1994 Turing Machine</a>		\$100,001	CERTIFIED	0	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">Edit</a>	<input type="checkbox"/>
<a href="#">1994 Turing Machine</a>		\$100,001	CERTIFIED	0	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">Edit</a>	<input type="checkbox"/>
<a href="#">1994 Turing Machine</a>		\$100,001	CERTIFIED	0	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">Edit</a>	<input type="checkbox"/>
<a href="#">2005 Acura TL</a>	Silver	\$0	NEW	0	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<a href="#">Edit</a>	<input type="checkbox"/>
<a href="#">2005 Acura RSX</a>	Blue	\$0	NEW	1	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<a href="#">Edit</a>	<input type="checkbox"/>
<a href="#">2005 Acura RSX</a>	Silver	\$0	NEW	1	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<a href="#">Edit</a>	<input type="checkbox"/>
<a href="#">2005 Acura TSX</a>	Silver	\$0	NEW	1	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<a href="#">Edit</a>	<input type="checkbox"/>

Save Changes and Continue »
Cancel

**Inventory Manager**

» Inventory Tools

- [Add New Vehicle](#)
- [Edit Vehicle](#)
- [Search Inventory](#)
- [Show Inventory](#)

**Figure 5. All DriveTrain Inventory is displayed on the Display All Inventory Screen.**

## Account Management

DriveTrain Account Management allows dealers to view the publication accounts for their dealership. This helps to know who to contact regarding administrative tasks for your DriveTrain inventory. Dealers can view their DriveTrain dealer accounts that administer their information, but cannot add or modify accounts.

### View All Publication Accounts

DriveTrain » View Publication Accounts »		You are logged in as <i>mdwdealer</i>   Logout		
Current Publication <input type="text" value="mdTransit V.2"/>		Current Dealership » Bobby's Benz World_2		
User Name	First Name	Last Name	Email	Property Associations
10301:bob-test20	Btest	Tester20	<a href="mailto:bob-test20@test.com">bob-test20@test.com</a>	2980536 mdTransit V.2 - 9425 JAX DEMO - 9426 REPORTING 2.0 - 9446
10301:test22	test22	test22	<a href="mailto:test22@test.com">test22@test.com</a>	2981051 mdTransit V.2 - 9425 JAX DEMO - 9426 REPORTING 2.0 - 9446
10301:mdpub	mdw	mdw	<a href="mailto:mdpub@yahoo.com">mdpub@yahoo.com</a>	3103791 mdTransit V.2 - 9425 REPORTING 2.0 - 9446 TEST DEPLOYMENT - 9767
10301:mbsite	mdw	mdw	<a href="mailto:mbsite@gmail.com">mbsite@gmail.com</a>	3103792 mdTransit V.2 - 9425 JAX DEMO - 9426 REPORTING 2.0 - 9446 V2 CORE TEMPLATES - 9766

Figure 6. View All Publication Accounts

#### Screen Details

**User Name-** The User Name of the account.

**First/Last Name-** The first and last name of the registered user.

**E-Mail-** The e-mail address of the account.

**Property Associations-** A list of the properties the account has access to, or acts as an administrator for. The number is the property ID#.

## Dealer Information

The Dealer Information section is where dealers can view and update all of their dealer information, salesperson information and inventory settings.

### Editing Your Dealer Information

To edit your dealer information dealer:

1. From the main DriveTrain screen, click **Edit Dealer Information** under the Dealer Information section.

**Note:** This page also displays the following information regarding the dealer account: Created by, Date Created, Updated by, and Date Updated.

2. On the Modify Dealer page, make any desired changes.
3. (Optional) To view how the dealer information appears on the live site, click **Show Dealer**, located directly under the Dealership Information heading at the top of the page.
4. When you have made all desired changes, click **Save Changes and Continue**.

## Editing an Existing Dealer Logo/Map/Image/Ad

The Edit Dealer Information page, displays all current images/maps/logos/ads currently uploaded for the dealer. This page also displays the type of each file, dimension and image ID. From this page, dealers can add, modify and delete logos, maps, images and display ads.

### To Add a new logo/Map/Image/Ad

1. Go to the Edit Dealer Information page.
2. Scroll to the Dealer Description and Logo section. Find the **Add Dealership Image, Add Display Image, Add Logo, or Add Map** box.
3. Click **Browse**, and go to the location of the stored image file. Click **Open**.
4. Continue with changes to other dealer information, then click **Save Changes and Continue**.

### To Modify a logo/Map/Image/Ad

1. Go to the Edit Dealer Information page.
2. Scroll to the Dealer Description and Logo section. Find the **Change/Delete Logo, Change Delete/Map, Change/Delete Image** or **Change/Delete Ad** box.
3. Click **Browse**, and go to the location of the stored image file that you want to replace the current file. Click **Open**.
4. Continue with changes to other dealer information, then click **Save Changes and Continue**. The new image will appear in place of the old image in the dealer information page.

### To Delete logo/Map/Image/Ad

1. Go to the Edit Dealer Information page.
2. Scroll to the Dealer Description and Logo section. Find the **Change/Delete Logo, Change Delete/Map, Change/Delete Image** or **Change/Delete Ad** box.
3. Click **Browse**, and go to the location of the stored image file that you want to delete. Click **Open**.
4. Continue with changes to other dealer information, then click **Save Changes and Continue**. The image will no longer appear on the dealer information page.

## Show Dealer

The Show Dealer page, displays the dealer's information as it will appear on the live autos site, including graphics. You can edit the information by clicking **Edit Dealer**. Click **View Salespeople** to view this dealership's salespeople. You can view this page in several ways:

- From the main DriveTrain screen, click **Show Dealer** under the Dealer Information section.
- From the Edit Dealer page, click **Show Dealer**, located at the top of the page.



DriveTrain » Show Dealer You are logged in as | Logout

Current Publication Autos.Amarillo.com Current Dealership » All Seasons Motorplex All Seasons Motorplex ?

<a href="#">Edit Dealer</a> <a href="#">View Salespeople</a>		Dealer Information
<b>Dealer Name</b>	All Seasons Motorplex	» Dealer Contact Information - <a href="#">Add New Dealer</a> - <a href="#">Edit Dealer Information</a> - <a href="#">Show Dealer Page</a>  » Sales Contact Information - <a href="#">Add New Salesperson</a> - <a href="#">Edit Salespeople</a> - <a href="#">Show Salespeople</a>
<b>Address</b>	2725 W. 45th	
<b>City</b>	Amarillo	
<b>State</b>	TX	
<b>Zip Code</b>	79110	
<b>Phone Number</b>	(806) 351-2667	
<b>Fax Number</b>		
<b>Email Address</b>	asmotorplex@hotmail.com	
<b>Website Address</b>	<a href="http://www.allseasonsmotorplex.com/">http://www.allseasonsmotorplex.com/</a>	
<b>Dealer Description and Logo</b>		
<b>Description</b>		
<b>Logo</b> <small>(optimal size 150w x 40h, under 10K, JPG or GIF)</small>	No logo present	
<b>Map</b> <small>(optimal size 150w x 40h, under 10K, JPG or GIF)</small>	No map present	
<b>Dealership Image</b> <small>(optimal size 150w x 40h, under 10K, JPG or GIF)</small>	No dealership image present	
<b>Display Ad</b> <small>(optimal size 150w x 40h, under 10K, JPG or GIF)</small>	No display ad present	
<b>Hours of Operation</b>		
<b>General Notes</b>		
<b>Dealership Settings</b>		
<b>Dealer Type</b>	Used	
<b>Brands Sold</b>		
<b>Business Type</b>		
<b>Preferred Dealer</b>	No	
<b>Marketing Level</b>		
<b>Dealer Status</b>	ACTIVE	
<b>Customer Type</b>	CUSTOMER	
<b>Time Zone</b>		
<b>Account Status</b>		
<b>Property</b>	Autos.Amarillo.com	
<b>Property ID</b>	10405	
<b>Dealer ID</b>	782964	
<b>Customer ID</b>	3118965	
<b>Created By</b>	mdData Distribution System (REALESTATE)	
<b>Date Created</b>		
<b>Updated By</b>		
<b>Date Updated</b>		
<input type="button" value="Return to the DriveTrain Menu"/>		

Figure 7. Show Dealer Screen

## Adding a New Salesperson

DriveTrain » Add Salesperson You are logged in as | Logout

Current Publication Autos .com Current Dealership » All Seasons Motorplex All Seasons Motorplex

Salesperson Information	Dealer Information
<p><b>Dealer Name</b> All Seasons Motorplex</p> <p><b>Employee Name</b> First: <input type="text"/> Middle: <input type="text"/> Last: <input type="text"/></p> <p><b>Title</b> <input type="text"/></p> <p><b>Phone Number</b> <input type="text"/></p> <p><b>Email Address</b> <input type="text"/></p>	<p>» Dealer Contact Information</p> <ul style="list-style-type: none"> <li>- <a href="#">Add New Dealer</a></li> <li>- <a href="#">Edit Dealer Information</a></li> <li>- <a href="#">Show Dealer Page</a></li> </ul> <p>» Sales Contact Information</p> <ul style="list-style-type: none"> <li>- <a href="#">Add New Salesperson</a></li> <li>- <a href="#">Edit Salespeople</a></li> <li>- <a href="#">Show Salespeople</a></li> </ul>
<b>Salesperson Description and Photo</b>	
<p><b>Description</b> <input type="text"/></p> <p>» Add Photo <input type="text"/> <input type="button" value="Browse..."/></p>	
<b>Work Schedule</b>	
<p><b>General Notes</b> <input type="text"/></p>	
<b>Employee Settings</b>	
<p><b>Marketing Level</b> <input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5</p> <p><b>Current Status</b> <input checked="" type="radio"/> Active <input type="radio"/> Inactive</p> <p><b>Customer Type</b> EMPLOYEE</p>	
<b>Account Status</b>	
<p><b>Property</b> Autos.Amarillo.com</p> <p><b>Property ID</b> 10405</p>	
<input type="button" value="Save Changes and Continue »"/> <input type="button" value="Cancel"/>	

**Figure 8. Add New Salesperson Screen**

To add a new salesperson, do the following:

1. Enter the following Salesperson Information:
  - **Employee Name**- Enter the First, Middle, and Last name of the salesperson.
  - **Title**- Employee's title (i.e. General Manager)
  - Phone Number
  - Email Address

2. Enter the following Description and Photo information:
  - **Description.** This can be any information desired, but usually includes background information and experience of the salesperson.
  - **Add Photo.** If desired, a photo of the salesperson can be added by clicking **Browse**. Navigate to the location where the photo is stored, and click **Open**.
3. Enter the work hours of the salesperson.
4. Enter the following Employee Settings:
  - **Current Status.** Select whether this salesperson is Active, or Inactive. Inactive salespeople are not displayed on the live autos site.
  - **Customer Type.** This field is non-editable.
5. Click **Save Changes and Continue**.

## Edit a Salesperson's Information

1. From the main DriveTrain page, click **Edit Salesperson**.
2. On the Edit Salesperson page, make any desired changes, and click **Save Changes and Continue**.

## Show Salespeople

1. From the main DriveTrain screen, select a dealership from the **Current Dealership** box.
2. Under the Sales Contact Information section, click **Show Salespeople**.
3. All current salespeople for the specified dealership are displayed.

## Reporting

MdTransit provides a robust web-based reporting system that allows dealers to compile a variety of reports containing data for their dealership's inventory.

### Report Types

There are two main types of DriveTrain reports:

**Dealer Reports-** Displays statistics for each dealer in the property's auto site. (inventory, leads, referrals etc.).

**Sitewide Reports-** These reports return statistics on sitewide search results.

### Report Explanations

Below are explanations of each category of data that is returned by the reporting system.

## Dealership Reports

<b>Report</b>	<b>Data Returned</b>
Dealer Leads	The total number of contact dealer requests made from the mdTransit site. Lists the dealer, date of the request, lead type, name and contact information.
Dealer Referrals	A list of all current dealers for your autos site, and the number of times they have been referred. Also displays the average referral per day.
Current Inventory Overview	Displays inventory summary data for the following: dealer New, dealer used, dealer certified, total ads, Number of inventory with a price, number of inventory with a color, number of inventory with photo.
Inventory Display Views	This is an Ad Display Summary for the MBU. It provides details on ad placement, views and views per day.
Inventory Comparison Pages	Displays the total number of comparisons made by visitors. Data is broken down by make and the number of times it was compared.
Inventory Detail Pages	The number of vehicle detail searches that were made by visitors for comparison with another vehicle. This is broken down by make and views.

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## Sitewide Reports

Report	Data Returned
Searches by Type	The total number of new and used vehicles in the inventory that were included in an Autos search.
Searches by Make	Total number of inventory searches broken down by the make and model of the car.
Inventory Zip code	The total number of searches for each zip code, broken down by vehicle make and model.
Searches for Dealers	Total number of dealer searches performed on the Autos site. Data is broken down by dealer make, dealer type (new, used) and dealer zip code.

## Changing Report Dates

When you view a report, the dates run for the previous seven days. However, you can change the dates to anything you desire.

To change report dates:

1. From any report screen, locate the Current Date Range section as shown below.

**Figure 9. Changes the Date for the report data.**

2. In the top set of date boxes, select the start date of the report ( Month, Day,Year) from the drop down boxes.
3. In the bottom set of date boxes, select the end date of the report (Month, Day,Year) from the drop down boxes.
4. Click **Change Report Dates**. The report page will refresh with data from the new start and end date.

## Downloading Data

Dealers have the ability to download data from all reports. This is useful for importing the statistical data into other forms or documents. The data is downloaded in a Microsoft Excel Comma Separated Value File (.CSV).

The screenshot shows the DriveTrain reporting interface. At the top, there are navigation links: "DriveTrain", "Reporting TOC", and "Inventory Summary". It also indicates the user is logged in and provides a "Logout" link. Below this, there are dropdown menus for "Current Publication" (set to "Autos.com"), "Current Dealership", and "Car City".

The main content area is divided into two columns. The left column contains two tables:

Inventory Summary by Type:		June 17th, 2005	
Dealer New:	1,500	81.3%	
Dealer Used:	281	15.2%	
Dealer Certified:	63	3.4%	
Total Ads:	1,844	100.0%	

Inventory Summary by Criteria		June 17th, 2005	
With Price:	1,634	88.6%	
With Color:	1,808	98.0%	
With Photos:	1,809	98.1%	

A note below the second table states: "\* Photo counts do not include manually uploaded photos."

The right column contains a "Current Date Range" section with dropdowns for month (June), day (17), and year (2005). Below this is a "Change Report Dates" link. The main menu on the right lists various report categories:

- Site reports for PBP,JAX
  - Traffic
    - Site Traffic Summary
    - Site Traffic Details
    - Referring Sites
    - Inventory by Dealer
    - Inventory Overview
  - Ad Sales Tools
    - Monthly Dealer Analysis
- Dealership Reports
  - Dealer Leads
    - Dealer Leads
    - Dealer Referrals
  - Inventory Reports
    - Current Inventory Overview
    - Inventory Display Views
      - Comparison Pages
      - Detail Pages
- Sitewide Reports
  - Inventory Searches
    - Searches by Type
    - Searches by Make
    - Searches by Zip Code
  - Dealer Searches
    - Searches for Dealers

At the bottom of the right column, there is a "Download to Excel" button with a "Download This Report" link below it. An arrow points from a larger callout box to this button.

**Download to Excel**  
[Download This Report](#)

To download report data:

1. From any report page, click the **Download this Report** link at the bottom of the right menu.
2. A File Download dialog box appears to allow you to open or save the file.
3. Select the location to save the file to, and click **Save**.

**Tip:** Be sure to note the file name of the downloaded file.

4. Browse to the location of the saved file and open it.

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