

On the Record

J.B. Burkhart On Making Business Better

“Our Internet Lead Response Time Went From 190 Minutes to Just Under 17 Minutes.”

J.B. Burkhart

.....

“Our success in reaching online car buyers is because of our dynamic Internet strategy. Using the training, sales ideas, and communication tools provided by Reynolds eBusiness Consulting, we give online shoppers the information they’re looking for quickly, which is generating more kept appointments and higher sales.”

**MAKING
BUSINESS
BETTER.**



J.B. BURKHART, GENERAL MANAGER
Osman Lincoln Mercury, Melbourne, Florida



Be the Boss. Demand Reynolds.

To hear more about Osman Lincoln Mercury, visit
www.reyrey.com/MakingBusinessBetter

1.888.853.2617

© 2008 The Reynolds and Reynolds Company. All Rights Reserved.