



# Technology that Talks

Dealership-wide Solutions from Callbright™

U.S.

Lead Chaser from Callbright™

Quickly turn Web leads into customers with Lead Chaser, cutting edge technology that instantly connects your salespeople with your Internet prospects.

## Stand Out


When prospects search the Internet, they often submit inquiries to multiple dealership sites. Being able to respond quickly and effectively is vital to capturing that Web lead and their business. Rather than rely on impersonal and inefficient auto-respond e-mails, Lead Chaser helps you stand out from the competition by responding first.

## Immediate Response

Lead Chaser connects you to your future customers within seconds of their request. When a prospect submits a lead form from your Web site, Lead Chaser instantly converts that data into speech, calls your sales desk to relay the information, and offers the opportunity to “press one to be connected to this customer.”

**Reynolds Motors** About Us | Inventory | Contact

- 2008 Toyota Avalon
- 2008 Toyota Camry**
- 2008 Toyota Corolla
- 2008 Toyota Solara
- 2008 Toyota Matrix
- 2008 Toyota Prius
- 2008 Toyota Yaris
- 2008 Toyota Tacoma
- 2008 Toyota Tundra
- 2008 Toyota 4Runner
- 2008 Toyota Highlander
- 2008 Toyota RAV4

**2008 Toyota Camry SE**


*May not represent actual vehicle  
(Options, colors, trim and body style may vary)*

Stock #: 20086  
VIN: 1A1AC23D45E678910  
Engine: 6 Cylinder Fuel  
Transmission: Automatic  
MPG: 19 City / 28 Hwy

**Price: \$ 28,438**

Get A Quote >>

\* First Name

\* Last Name

\* E-mail

Day Phone

Address

City

State  \* Zip

Comments  
Does this car come with side air bags?

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Sample of a Lead Chaser information screen.

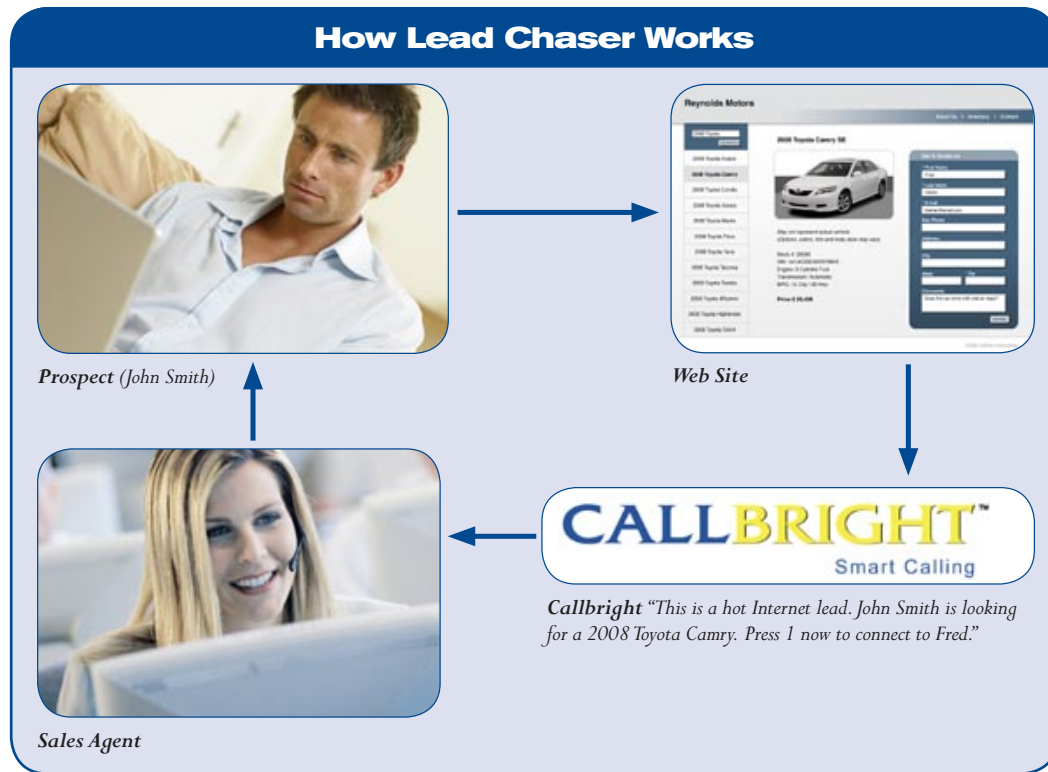
Lead Chaser from Callbright™

- Connect with your customers instantly, even before they have the chance to navigate away from your site.
- Avoid missed opportunities with an automated response process that puts leads immediately in the hands of your sales team instead of an e-mail inbox.
- Address the unique needs of each prospect by knowing the vehicle, contact information, and the specific information they've requested through your Web site.

### Customized for You

- Send leads to the specific phone numbers you designate.
- Choose the information that will be provided to your sales team about each lead so you can better serve them.

Let Lead Chaser help you increase your sales by making the most of each Internet lead. With Lead Chaser, you can respond to information requests in seconds and show your prospects that their business is important to you.



**For more information on Lead Chaser, please call  
877.GO.CALLBRIGHT or e-mail Marketing@Callbright.com.**

