

# Make A Quick Connection

U.S.

Dealership-wide Solutions

## Ask Yourself...

- ? Am I missing out on possible leads from my website?
- ? Is my Internet lead response time costing me sales opportunities?
- ? Am I losing sales because my staff is unprepared for incoming leads?

**75% of consumers indicate that they look online for dealership, price, or product information before or during their in-store shopping.<sup>1</sup>**

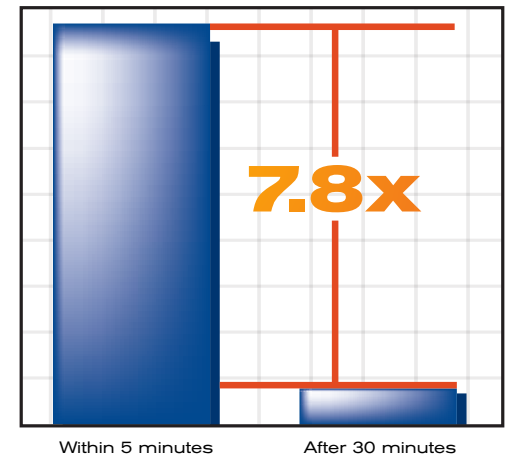
## Expect Results

- Don't let another lead go cold - capture leads as prospects are browsing your site.
- Avoid missed opportunities by automatically sending leads directly to your sales staff's phones.
- Improve closing rates with faster response times.
- Increase CSI and show customers you care by responding as soon as possible.
- Make the most out of every Internet lead with a more prepared staff on every call.

<sup>1</sup> Deloitte, 2010

<sup>2</sup> Inside Sales Multi-Media Response Study

## How quickly do you respond to online leads?



Leads contacted within 5 minutes are 7.8 times more likely to qualify than leads contacted within 30 minutes.<sup>2</sup>

### About Lead Chaser

An Internet lead form that instantly triggers calls to the dealership, giving the salesperson an opportunity to directly connect to customers at their highest level of interest.



*Prospect customer, Fred Dahler, visits your website.*



*Fred submits an online lead form requesting more information.*



*The sales agent is then connected with the customer to secure the lead.*



*Callbright calls and informs an available sales agent with lead information.*

*"This is a hot Internet lead. Fred Dahler is looking for a 2010 Toyota Camry. Press 1 now to connect to Fred."*

### Online Responses Matter



83% of first time buyers purchased from a dealership that responded to their online inquiry.

Source: InsideSales.com/MIT Study

### Highlights

- Receive a call when a lead is submitted and then choose to instantly connect to the prospect.
- Address unique prospect needs by learning important information before connecting to a prospect.
- Select specific sales staff that you want to receive leads.

Quickly connect to more online leads, improve your closing rates, and make the most out of your website with Lead Chaser.

