

Autobytel's customized live call program to set in-dealership 'VIP' appointments and score customer "readiness to buy."

## What if...

you had an extra salesperson who called customers to set appointments?

## What if...

on every call that salesperson scored the customer's readiness to buy?

## What if...

you had that extra salesperson without the headache of managing the salesperson, for less than you spend on balloons?



### How It Works



Dealer receives purchase request and attempts customer contact.



Lead Call specialist talks to customer, sets in-dealership VIP appointment and scores buying readiness.



Dealer receives notification of customer in-dealership VIP appointment.



Dealer helps customer buy vehicle.

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1-866-589-5498

We turn your leads into appointments, so you can turn appointments into sales.

## What does Autobytel Lead Call include?

- ✓ Live calls to your leads within hours of submission
- ✓ Customer “VIP” appointment-setting
- ✓ Lead Scoring — “Hot or Basic” — depending on the customer’s readiness to buy
- ✓ Customer information assessment so you understand what the customer needs
- ✓ Detailed customer contact information for multiple contact options
- ✓ Dedicated, highly trained automotive customer specialists

## Why does my internet department need Lead Call?

- ✓ Adds the power of an extra salesperson without the labor cost or management worries
- ✓ Moves customers offline and into the dealership for appointments
- ✓ Allows you to focus on building relationships and selling to customers
- ✓ Creates new opportunities for you to communicate with customers who might otherwise fall through the cracks
- ✓ Provides you with critical information regarding customer status in the buying cycle

## Who is making the calls?

- ✓ US-based, exclusively-automotive call center team
- ✓ Customer specialists trained to interact with and understand dealership customers

## How will I know that Lead Call is working?

- ✓ You will receive monthly summary reports
- ✓ You will be able to measure increases in contact rates

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