

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?



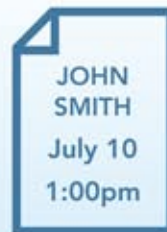
How It Works



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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