

# Because Emails don't Sell Cars... People Sell Cars!

“ ResponseDealer by InsideSales.com allowed us to **double** sales (102.8% growth) in less than one year, in a down economy. We're not only sold... We're selling! ”

-Jim Click,  
Owner,  
Jim Click Automotive  
(40<sup>th</sup> largest dealer in US<sup>1</sup>)

## Capture every lead, respond faster, and invite more buyers to your dealership

American automotive dealerships are facing a significant downturn in the economy. Some innovative dealers are fighting back by embracing the power of more proactive Web technologies such as on-demand dialers, lead management, and response technologies built into ResponseDealer by InsideSales.com.

Passive Internet technologies like email and chat definitely help the process, but phone representatives get more buyers to the dealership, and face-to-face selling closes more sales than anything else. Why? People still want to smell the leather.

With tightening credit, increasing gas prices, falling consumer confidence and 91.4%<sup>2</sup> of people going online before they buy a car, dealers must reach out and invite more people in to the dealership than ever.

One top 40 automotive dealer group, Jim Click Automotive Group in Arizona, has perfected a formula that addresses every one of these aspects by applying a new approach to people, process, and technology. They more than **doubled sales (up by 102.8%)** during a one year period in a down economy with ResponseDealer.

(go to <http://InsideSales.com/Jim-Click-study.php> to reserve a copy of this study.)



## Capture contact information and respond immediately to Web leads, calls and walk-ins for immediate and dramatic results.

The Internet has forever changed how automobiles are bought and sold.

A recent study<sup>2</sup> shows that 91.4% of automobile purchases start with research done on the Web, 82.5% of potential buyers submit a request by phone or email prior to visiting a dealership, and 80.3% of consumers contact multiple dealers before they buy. This data says you should capture contact information from buyers while they are in the mode of buying, then respond immediately while your dealership is still on their mind.

## Responding immediately (within 5 minutes) to Web leads and inbound calls increases your chances of making contact by 800%<sup>3</sup>

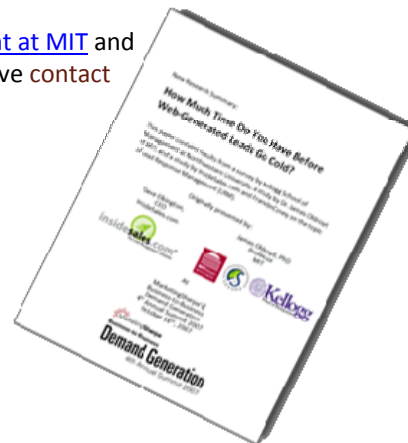
Referencing the earlier study<sup>2</sup> shows that 92% of consumers said speed of response to their inquiry affected their perception of the dealer, and that their interest cools off quickly if the dealer doesn't respond, with 35% saying they have lost a degree of interest in as fast an hour, and 60% have lost interest in 3 hours.

A [landmark study<sup>3</sup>](#) by Dr. James Oldroyd of the Sloan School of Management at MIT and InsideSales.com found that if you respond to leads within 5 minutes you have **contact rates 800% higher and odds 100x greater** than waiting even 30 minutes.

## Busy sales reps need more hours in the day; ResponseDealer helps by leveraging four-fold increases in productivity

The InsideSales.com PowerDialer bundled in the ResponseDealer Suite increases contacts four-fold; helping reps do eight hours of lead generation in two hours.

Whether quickly dialing through past prospects, responding to Web leads, or leaving voice messages with the click of a button, ResponseDealer drives more from less.



“InsideSales.com’s Telephony and Internet applications are a huge boost to our productivity. And they take all the guess work out of the “TRUE” production of my staff.”

-Bob Collins,  
President / CEO,  
Direct Results Now /  
BDC elite  
(outsourced lead  
generation  
for auto dealers)



InsideSales.com is the pioneer in on-demand Lead Response Management and the first company to fully embed hosted dialer and telephony technology into contact management solutions to increase productivity.

## Who Needs ResponseDealer by InsideSales.com?

You do; you just may not know it yet. Whether your automotive dealership already has a Business Development Center (BDC) with professional phone reps or just a few salespeople who hop on the phone to dig up more leads, ResponseDealer is an on-demand lead response management solution that works as well for large dealer groups, as for a small home-town car dealer.

It's a race to build relationships faster than your competition; so put your running shoes on.

## ResponseDealer Suite Features: The Details

**InsideSales.com PowerDialer with Voice Messaging, Call Transfer and More.** At InsideSales.com we call them ‘telephony power tools’; patent-pending, productivity-enhancing, telephony objects that trigger actions from a dynamic Web site. In simpler words: we help you do *more* in less time, with less hassle.

**ResponseSwami™ Immediate Response Webform Callback Dialer.** This is the award-winning technology that captures Web leads, puts them in your CRM or contact manager, routes them to the best rep, and triggers callbacks in seconds, boosting contact and qualification rates, the same every time.

**Web Lead and Call Tracking with Reporting, Analytics and Dashboards.** Know your conversion rates, response times, best lead sources, daily calls, and make sure key management has their finger continually on the pulse with key performance indicators and dashboard technology.

Now with real-time tic Sheet , time tracking, and management console. ResponseDealer also includes sales and revenue tracking on deals and opportunities

**Real-time Appointment Setting for Salespeople with Tracking, Confirmation, and Verification by Management.** Technology enables this technique developed by Jim Click Automotive. Managers, who are the highest skilled available, call back, track, confirm, and verify leads.

**Lead Nurturing by Phone, Autodialer, Email, Fax, and other Media.** Not every prospective car buyer says yes, so keeping top-of-mind awareness is key to customers who buy again and again.

**Phone Contact Monitoring, Recording, and Whisper Coaching.** Some dealers are learning to put their very best people on the phone at key junction-points in the car buying process. Now the tools are available to listen, record, and even help a salesperson in the middle of a sale.

**Inbound / Oubound Blended Call Handling with ResponsePop (Customer Record Popscreen).** As important as responding quickly to leads and proactively contact potential customers, is the time proven practice of answering the phones immediately, especially when things are busy. This has proven difficult for many dealerships to do... until now.

**Optional:** Automated Interactive Voice Reponse (IVR) Capability if you don't have it built into your phone system already, we can enhance your call routing capability after hours or when everyone is busy.

With several patents-pending and awards already won, InsideSales.com is forging new tools every day that are proving to change the landscape of sales and marketing on the Web and underlining the importance of Lead Response Management in the automotive industry.

1. Jim Click Automotive Group full-year research case study. Available at: <http://www.insidesales.com/jim-click-study.php>
2. Research by Outsell, LLC.: iBase\_Speed.pdf, iBase\_HowFarOnline.pdf
3. Study by Dr. James Oldroyd and InsideSales.com. Available at [http://www.insidesales.com/lead\\_response\\_management.php](http://www.insidesales.com/lead_response_management.php)