



Sheehy Auto Stores Sells 109 Cars and Grosses \$167,495 in Vehicle Sales & \$46,530 in Service Appointments - All During First 90 Days of Outsell Interactive Marketing Program Pilot

Auto dealer, Sheehy Auto Stores, rolls out Outsell Interactive Marketing and Live Automotive Chat services for its group and looks forward to \$3.8 million gross profit in 2007.

Minneapolis, MN ([PRWEB](http://www.prweb.com)) January 5, 2007 -- <http://www.outsell.com> -- Outsell LLC, the fastest growing Internet auto sales and marketing company, has signed a group agreement with auto dealer, Sheehy Auto Stores, which is expected to yield over \$3,000,000 in gross profit for sales and service in 2007 via interactive marketing and live automotive chat.

"Outsell has been extremely successful in driving customers into our dealership," said Roy Reutter, Corporate eBusiness Director at Sheehy Auto Stores. "Outsell was a great investment in 2006. Only three months into the program, we recorded an 18:1 return on investment. We are obviously looking forward to growing with Outsell in 2007."

The Sheehy Interactive Sales and Marketing program from Outsell includes:

- Interactive email newsletters
- Email marketing and promotions
- Live automotive chat
- Prospect list development and maintenance
- Customized reporting, tracking and analysis

Outsell creates and manages interactive email newsletters, email promotions and live automotive chat, enabling customers to instantaneously enter into a live discussion with a car expert who turns conversations into sales "ups" for the dealership.

"Outsell understands that dealerships have one desire -- to increase car and fixed operations sales," said Mike Wethington, CEO of Outsell LLC. "Interactive marketing is a proven way of engaging the prospect and growing dealership sales every month."

Read the full case study on Sheehy Auto Stores at:

<http://www.outsell.com/sheehy.php>

About Outsell

Outsell (www.outsell.com) is a leader in Internet Auto Sales targeting auto dealers who want to significantly increase car and fixed operations sales via the Internet.

Via its Internet Auto Sales Machine, Outsell is able to:

- Attract customers through automotive search engine marketing and interactive email marketing
- Engage prospects with live automotive chat
- Develop opportunities and appointments that lead to cars sold via its Internet Business Development Center (BDC) service
- Grow customer relationships from one car buy to an ongoing profitable customer relationship by providing real time communication and online information through out the customer lifecycle.



As the fastest growing Internet auto sales company, Outsell is a fire-breathing, tire-squealing Internet auto sales machine -- Results. Guaranteed.

About Sheehy Auto Stores

Sheehy Auto Stores is a family-owned car dealership with 18 stores in the Washington D.C. area. Sheehy is the largest retailer of Fords in the region and sells 50 percent of all the Fords sold in the Richmond metro. Sheehy is also one of the largest Nissan dealers in the Mid-Atlantic with four locations. Other franchises include Honda, Chevrolet, Dodge, Subaru, Mitsubishi, Kia, Lexus and Infiniti. For more information, visit

<http://www.sheehy.com>

###



Contact Information

Karen Sams

Outsell, LLC

<http://www.outsell.com>

952 400 0234

Online Web 2.0 Version

You can read the online version of this press release [here](#).