



## **YouSpeak Introduces DealerSpeak a New Live Voice Web Tool for Auto Dealers**

*YouSpeak introduces our most complete Automotive Web site package to date with DealerSpeak. This product emboldens Dealership Web sites with Live Voice messages and Interactive TalkingCoupons.*

Tampa, FL ([PRWEB](http://www.prweb.com)) March 17, 2004 -- Live Voice messages are making a measurable difference in Dealership web site lead generation, producing additional calls and slowing down the search and discovery process, states Bill Bledsoe, President of YouSpeak. Web browsers are becoming much more sophisticated, and when they have an opportunity to hear from a dealer, and listen to Live Voice messages about the dealership, their new inventory arrivals, changing incentives, and daily promotions and specials, it encourages them to slow-down and even stop searching.

Let's face it, we all continue to shop until we find the product we want and the retailer we trust. Live Voice gives our Dealers an opportunity to welcome their viewers and invite them into their virtual dealership. This gives the browser time to familiarize themselves with the site, and find something they like. Later, when the browser emails or picks-up the phone to call, he or she feels somewhat more comfortable, and the dealer can begin their work to earn the browsers business.

With DealerSpeak, YouSpeak gives Dealers everything they need to offer Interactive TalkingCoupons from their Web site and to broadcast Live Voice messages. All messages can be re-recorded at will. YouSpeak provides all the message scripting and the Professional Voice Talent necessary to begin broadcasting from the Dealer Web site.

Interactive TalkingCoupons announce weekend specials to browsers when they arrive at the Dealership Web site, and then capture data fields from the coupon, surveying the coupon recipient by phone, in order to qualify for the weekend coupon offer. It's another way we creatively use Live Voice to add urgency to the message, continues Bledsoe. Dealers promote their messages on Radio and TV with enthusiasm and frequency, why not their Web sites?

About YouSpeak: YouSpeak offers custom PBX solutions, and design and streaming audio services to large and small businesses for their Web and E-communications needs. Talking Coupons, OneLiners, and other interactive Web Audio products are patent-pending. All Audio link activity is tracked and fully documented by VeriCoupon, another of YouSpeak's patent-pending technologies. All Audio services offered utilize custom-configured software and Web-enabled administration developed by YouSpeak and Lightning Technology Group.

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**Online Web 2.0 Version**

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