



yourDealer.net Generates 83% Internet Appointment Rate For Chevrolet Dealership

Bill Heard Chevrolet Realizes 83% appointments from secondary leads provided by customerfunding.com, 1800 communications and Cyberlead, Inc.

New York, NY ([PRWEB](#)) May 4, 2005 -- Bill Heard Chevrolet in Sanford, FL saw an incredible 83% increase in the number of used car buyer appointments in the showroom after engaging the interactive follow-up services of yourDealer.net.

Following his transfer to the Sanford, FL dealership for Bill Heard Chevrolet, Eric Saenz, Used Car Director made an immediate decision to increase the daily showroom of his new dealership. Eric utilized the resources of the Internet, television and print media to attract used car buyers and sub-prime finance customers. Saenz created direct marketing tools, including a 30 minute infomercial and turned to the nation's best sub-prime Internet lead providers to attract customers and turned to yourDealer.net to bring those customers into the showroom.

yourDealer.net is a fully staffed, directly managed Business Development Center (BDC) for the retail automotive marketplace. The company provides immediate and consistent follow-up for 100% of a dealership's sales needs including Internet lead follow-up, incoming phone-ups and showroom follow-up. yourDealer.net guarantees complete follow-up with a dealership's opportunities to do business with an approach that provides the highest number of customers walk through their client's doors every day.

yourDealer has developed a process to follow-up with Internet leads and handle incoming sales opportunities that maximizes the excitement of car buyers and drives them directly onto our client's lots with little or no interaction from the sales force at all. Reports company Chairman and CEO, David Hein; "Our unique service removes the marketing and prospecting duties from a dealership's sales team to let them focus on what they do best, sell cars to the customers that are standing in front of them all day long. yourDealer.net scheduled appointments with 83% of Bill Heard's opportunities to do business in April, a number that is incomprehensible to dealers handling calls in-house."

yourDealer utilizes an immediate contact philosophy that is designed to quickly engage every buyer that comes into their exclusive contact center. Each of the thousands of leads that come in every day is met with a professionally trained and highly managed Information Specialist. The other advantage is that yourDealer.net continues to follow every lead through both email and phone calls for a total of ninety days, giving optimal dealership exposure to every car buyer. The company brings more customers into the showroom ready to buy, keeping the sales force focused on what they do best, working with customers that are ready to buy right now.

The company operates with specialists responding to customers inquiries between the hours of 9:00 am and 9:00 pm in all time zones, and has a staffing schedule that insures that all leads are converted into appointments in the shortest time possible. yourDealer specializes in working with Internet customers as well as incoming phone-ups for franchised and independent dealerships in North America.

About yourDealer.net

yourDealer is a private company based in New York City that provides immediate contact with car buyers through the Internet and telephone to build new opportunities for dealerships to win on their overall marketing



investment. The company is managed by executives with extensive backgrounds in the retail automotive, marketing and technology markets.

For additional information, contact the yourDealer Public Relations department at 866-547-0427 ext 3401, or email at pr@yourdealer.net. The company Website is <http://www.yourdealer.net?nr050504>

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Online Web 2.0 Version

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