



Veteran Dealer Ron Fortt Moves to Vice President of Sales for CallCommand

CallCommand, a leading provider of web-based communication solutions to automotive retailers nationwide, today announced that successful dealer and leader in the minority dealer community, Ron Fortt, will head up its sales force as Vice President of Sales. CallCommand plans to use Fortt's 31-plus years as an innovator and veteran of the automotive retail industry to help leverage its position and capture an even larger share of the automotive retail market.

Cincinnati, OH ([PRWEB](#)) April 13, 2005 -- CallCommand, a leading provider of web-based communication solutions to automotive retailers nationwide, today announced that successful dealer and leader in the minority dealer community, Ron Fortt, will head up its sales force as Vice President of Sales. CallCommand plans to use Fortt's 31-plus years as an innovator and veteran of the automotive retail industry to help leverage its position and capture an even larger share of the automotive retail market.

"We are thrilled to have Ron head up our national sales force. With his many years of active and diverse experience in the automotive field he recognizes the needs of dealers today and understands firsthand the concerns and challenges facing this community. Ron is excited to join us to help provide solutions for dealers to overcome these challenges," commented CallCommand CEO, Al Babbington.

Before joining CallCommand, Mr. Fortt was co-owner of the highly successful California-based Tracy Toyota, which more than doubled predicted sales goals in its first year of operation and went on to become one of the top selling Toyota dealerships in Northern California. As a result of his sales success, Mr. Fortt is in strong demand as a sales trainer and helps train sales forces at dealerships across the US.

Mr. Fortt, a graduate of NADA's Dealer Candidate Academy, has more than 31-years of experience in automotive retail and real estate sales and is well known and respected as an active dealer and leader in the minority dealer community; he served as Treasurer of the Toyota Lexus Minority Dealers Association and on the Toyota National Dealer Council Advisory Board.

Prior to Tracy Toyota, Mr. Fortt served as Regional General Manager and Corporate Sales Trainer at First America Automotive, which at the time was California's largest automotive consolidator and was later acquired by Sonic Automotive.

Commenting on his appointment, Mr. Fortt stated, "I was immediately interested in CallCommand as it is a vibrant and growing company with one of the most technologically advanced marketing products available to dealers. The company's business model is one I have believed in for many years; taking advantage of a business's own customer base and marketing to existing customers."

Fortt plans to use his network of national contacts and many years of sales and training expertise to build a sales organization that helps leverage CallCommand's already successful position to capture an even larger share of the automotive retail market.

About CallCommand:

Call Command is a leading provider of communication solutions for retailers, businesses and government agencies. Their patent pending technology decreases marketing and communication costs while simultaneously



improving customer responsiveness. All of their solutions are fully web-based and do not require hardware, software or telephony equipment.

CallStream® , CallCommand®s core product, is a revolutionary, web-based personalized calling system designed to provide superior voice messaging to cell phones, land phones and other devices. Combining the latest, most innovative telecom and internet technologies, CallStream provides for quick, reliable execution of targeted communications.

CallScan®, released simultaneously with new legislation, offers state and federal do not call compliance solutions. CallScan will assist businesses in building an infrastructure to support the new legislation being imposed by the Federal Trade Commission, FCC, State Agencies and even the Treasury Department regulations. Most importantly, this feature will aid Dealers in ensuring that all necessary safe harbor requirements are met.

CommunitySafe, which enlists CallCommand®s newly developed emergency broadcast technology, provides communities with a unique new tool to help resolve any community perception issues create safer communities and build top of mind awareness. It is an instant alert and communication system that allows the dissemination of vital information to citizens quickly and effectively. This unique communication tool simultaneously provides any organization with a more cost-effective and timelier way to communicate to their patrons.

www.communitysafe.us

For additional information please contact Lindsay Whitson: phone: 1-877-862-6662 email: lwhitson@callcommand.com, visit CallCommand®s web site at www.callcommand.com, log onto any search engine (i.e.: Yahoo, Google, MSN) and type the word ® CallCommand®.

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