



## TOTAL INTERNET SALES AND MARKETING SERVICES

*Driving incremental automotive sales through the Internet*

Top Dealers realize that the Internet is critical to their success. Interacting with today's online consumer requires significant and ongoing investments in technology and specialized marketing and sales resources. More and more Dealers are sourcing their Internet Marketing and Sales operations to Outsell and making Outsell a virtual part of their Sales and Marketing team. With Outsell, Dealers have a partner whose compensation is tied to their success. They no longer have to worry about staff turnover or keeping up with all of the complexities of changing technologies and techniques required to drive more sales from the Internet.

### Features and Benefits of Total Internet Sales and Marketing Services

#### INTERNET MARKETING

Outsell works with your dealership to build a comprehensive internet marketing program to grow your business

- o **ATTRACT** More Consumers with Internet Marketing programs like **Live Chat Enabled Interactive Email Marketing Campaigns**
- o **GROW** more business from your customer base through **Interactive Email Newsletters** and highly targeted Conquest Campaigns with **Interactive Email Campaigns** personalized to your customers

#### INTERNET SALES

Outsell becomes a virtual extension of your sales organization with its industry leading Internet Business Development Center located in Minneapolis, MN. You are able to beat your competition with real time live human response and effective ongoing 90 day prospect development

- o **ENGAGE** more Browsers on your web site and turn them into your highest closing and gross margin deals with **Live Chat**
- o **DEVELOP** more opportunities with Outsell's **Internet BDC Service** and turn them over to your showroom sales staff to close every month. No longer have to worry about trying to keep up with the latest technology trends, managing a stack of third party lead providers or staffing a BDC operation 7 days a week, 12 hours a day.

#### Who is Outsell?

Outsell is the fastest-growing automotive Internet sales and marketing firm in America. We work exclusively with automotive leaders who believe the Internet is the best way yet to deepen customer relationships, reduce costs and increase incremental revenue. Outsell succeeds, and Outsell dealerships succeed, because we deliver a 5-to-1 gross profit return for every dollar spent.

#### Did You Know...

- 63% of Car Buyers say that they are more likely to buy from Dealers that have a live interactive BDC service available throughout the buying process
- In the past year there has been over a 30% increase in the number of Internet Car Buyers wanting to conduct the majority of the buying process online.
- 66% of automotive consumers will pay more for a great car buying experience.
- Dealers are experiencing annual internet sales employee turnover of up to 200%

#### For More Information:

Chat with us at: [www.outsell.com](http://www.outsell.com) | Email us at: [sales@outsell.com](mailto:sales@outsell.com) | Call us at: 612.236.1500 | One Main St. S.E., Suite 300, Minneapolis, MN 55414

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## OUTSELL TOTAL INTERNET SERVICE FEATURES:

ROI Impact: BDC 10:1; Newsletters 36:1

### Standard Features Include:

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#### MULTI CHANNEL CUSTOMER INTERACTION CENTER:

- **Rapid Phone Response** - Phone response, 95% of the time within 5 rings, 18 hours a day, 7 days a week.
  - » **Specialized Representatives** - BDC agents are highly skilled automotive retailing specialists who are cross trained in Live Chat, Phone and Email follow-up.
  - » **Hot-Lead Transfer** - High value leads are directly transferred to the assigned contact at the dealership via live 3-way conference call or by setting an appointment.
  - » **State of the Art** - Advanced telephony system allows for tracking, reporting and predictive dialing to ensure increased call volumes.
- **Live Chat Enabled Website** - Instant Customer Contact 7 days a week 18 hours a day.
  - » **Rapid Online Response** - 98% of Live Chats are responded to in 5 seconds or less. State of the art technology and service allows Outsell agents to engage your website customers, discover their needs, qualify, and forward opportunities to you.
  - » **Page/Vehicle Push Capability** - Live Chat agents have the ability to send the customer to any page on the web, including dealer inventory, specials etc.
  - » **Sales & Fixed Ops Support** - Live Chat agents offer free and unlimited sales support and fixed ops courtesy responses to customers online.
- **Rapid Follow-Up via Phone & Email** - 95% of the time in under 15 minute personalized customer follow-up via phone or email.
- **Personalized Responses** - Proprietary information management system tracks unique information to the dealership to ensure personalized responses.

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#### OPPORTUNITY MANAGEMENT:

- **Opportunity Prioritization** - Customer needs, buying time frame, and qualifications are determined. Leads are prioritized and forwarded to your in-store sales specialists for closure.
- **90 Day Prospect Development Cycle** - 90 day development cycle includes multiple follow-up calls and emails. Development cycle is front loaded.
- **Customer Care Follow-Up** - Appointment confirmation calls and sales follow-up calls and emails to maximize opportunities.
- **CRM integration** - Lead records are exported directly into the dealership CRM system using XML ADF specification.
- **Detailed Customer Data** - Chat transcripts are emailed to the dealership immediately following the chat to give the salesperson consumer information and context. Detailed prospect information form is also included.

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#### ACCOUNT MANAGEMENT

Outsell account managers work in concert with dealer staff to develop the processes steps and measures needed to ensure success including:

- Providing essential monitoring, coaching and counseling.
- Providing industry knowledge.
- Evaluating and reporting on progress.
- Helping dealers respond to their changing business environment.
- **Real Results Reporting (R3)** - Detailed daily, weekly and monthly management reporting.

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## OUTSELL TOTAL INTERNET SERVICE FEATURES - 2:

### Standard Features Include:

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#### STANDARD INTERACTIVE MARKETING FEATURES

- o **Turn Key Service** – Outsell develops, executes and manages the monthly newsletter service for the dealer.
- o **Truly Interactive**- Industry’s only Live Chat Enabled Online Marketing Service with Live Customer Contact 7 days a week 18 hours a day.
- o **Outsell Automotive Content Library**- Outsell library articles are professionally written original articles.
- o **Personalized Consumer Content Capability** - Dynamic content allows consumers to receive the types of articles they are most interested in.
- o **One Customized Dealer Banner** - A banner designed and customized to reflect your dealership’s identity is provided free of charge.
- o **Content for One Brand** - one spotlight vehicle & one incentives/sales article chosen by Outsell team per month.
- o **Customized Dealership Content and Coupons** - one spotlight vehicle of your choice, one incentives/sales article designed specifically for you and up to three service coupons per month.
- o **Fixed Operations Topic Content** - one service article per month
- o **General Interest “Auto-Centric” Topic Content** - one general interest article (e.g. child safety, credit advice, vehicle purchase tips etc.) per month.
- o **Multiple Links to Dealer’s Website** – including special offers and coupons.
- o **List Management** - Monthly ongoing list additions, de-duplication and cleansing for up to two (2) DMS/CRM systems.

- o **Delivery Assurance** - White listing and CAN-SPAM compliant provider ensures that over 98% of your emails are getting delivered.
- o **Monthly Mailings** - Delivery to up to 20,000 email addresses included.
- o **Real Results Reporting (R3)**- Dealer Web Portal for access to sophisticated real-time reporting & tracking including “Hot Prospect” Follow Up List, Key email marketing metrics and “Hotspot” Analysis of your market interest.

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#### OPTIONAL INTERACTIVE MARKETING FEATURES

- o **Additional Brands**
- o **Additional Lists**
- o **Additional Custom Articles**
- o **Promotional Email Campaigns**
- o **20,001 + Email Addresses**
- o **Real Results Reporting** with Weekly DMS pulls
- o **Surcharge Per Month For Select Brands** - Kia, Hyundai, Izuzu, Mitsubishi, Lincoln, Mercury, Saab, Scion, Suzuki, Land Rover, Volvo, BMW, Porsche, Jaguar, Mercedes, Audi

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