

# LEADS, LEADS, LEADS!

BYMERON SOFTWARE



- ✓ Dealer Designed
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- ✓ Dealer Proven

614.827.1180  
autoclick.com

## Increase Sales With Autoclick Squeeze Leads!

- Almost one third of all on-line credit apps that are started are never submitted!
- These are missed sales opportunities!
- Autoclick converts these abandoned apps into leads for your dealership.
- These high-quality leads result in more apps, more contracts, and more sales opportunities.

### Why do visitors fail to click that submit button?

Well, the dogs are barking; kids are screaming; an import phone call; phone battery dies; someone's at the door; the boss walks in; the light turns green; social security... I'm not putting that in; lunch is ready and I'm starving; what's my previous address; who can I get to co-sign; I'll finish this later... You get the idea.



### Why are Autoclick abandon apps such good leads?

A squeeze lead represents an individual that is already on your website, has picked out a vehicle, and has taken action to purchase a vehicle on your lot. As far as leads go, they just don't get any better than that. Besides, you already did the work getting them to your site why just let them "walk" out of your online store?

### How should I respond to a Squeeze Lead?

As soon as you get the SMS text notification, call them. "Hi Mr. Smith, this is Roy at Roy's Autoplex. I see you were just on our site filling out a credit app and I want to see if you have any questions or need any assistance." In short, redirect them to the process of filling out the app. If there is objection, find out what it is and work to reassure the client. With a little practice, you can convert most squeeze leads to full apps.

