



Your Partner in Internet Sales

Sales and F&I Solutions

U.S. and Canada

Improve the quality of your Internet leads, schedule more appointments, and help increase your sales with Reynolds eBusiness Consulting.

A Customized Plan

The Internet is today's most dynamic selling opportunity. Whether you're experienced or inexperienced in online marketing, Reynolds can help you master the Internet with the expert training, tools, and support of eBusiness Consulting. Beginning with a thorough evaluation of your resources, practices, and tools, Reynolds Consultants will work with you to develop a customized online strategy.

Better Results

- Attract more online traffic and generate quality leads with search engine tools, unique marketing programs, and improved Web site content.
- Turn leads into appointments using proven e-mail templates and a communication plan that gets the right information to the prospect quickly.
- Improve sales ratios and leads that turn into return purchases through ownership lifecycle management, e-mail campaign management, metrics, and continuous improvement.
- Receive continual training and ongoing planning for future success from Reynolds' expert Consultants.

Experience Makes the Difference

- Reynolds eBusiness Consultants bring on average more than 12 years of in-dealership ownership or management experience and over 12 years of Reynolds experience to your business, designing programs that are profit driven and generate improved operational and financial results.
- Through continuous improvement coaching, we help you coordinate, monitor, and refine your operations and online business.

Let Reynolds eBusiness Consulting help you harness the power of the Internet to sell more cars and improve your bottom line.

Choose From Three Packages Designed to Fit Your Needs:**Tune Up Package**
(5 total days)

- Evaluate dealership Internet lead handling effectiveness.
- Highlight strengths and weaknesses.

Visit 1 (3 days)

Day 1: Assessment of Web site content, current metrics, eMarketing efforts, staffing and pay plans, search engine placement, third party provider opportunities, and vehicle pricing strategy.

Day 2: Set up Enhanced Internet Process; train and coach staff on dealer-specific e-mail templates, phone scripts, and new Internet process.

Day 3: Sustain Process by creating metric reports, teaching staff how to track progress, evaluating, and recommending process changes.

Visit 2 (2 days)

Train new hires, coach and review metrics, and plan for improvements.

Performance Package
(10 total days)

Same as Tune Up Package PLUS...
Visit 2 increases to 3 days and...

Visit 3 (2 days)

Work with staff on phone lead handling, appointment setting and confirmations, additional work in training new hires, coaching and reviewing metrics, and planning for improvements.

Visit 4 (2 days)

Work with staff on unsold phone follow-up and appointment no-show resets along with additional training, coaching, and a complete metrics review to show your progress.

ROI Builder Package
(17 total days)

Same as Performance Package PLUS...
Visit 2 increases to 4 days and...

Visit 5 (2 days)

Identify customer retention and e-mail best practices as well as marketing campaign launches. Train, coach, and plan for future improvements.

Visit 6 (2 days)

Train, coach, and plan for future improvements using established measures.

Visit 7 (2 days)

Train, coach, and plan for future improvements using established measures.

“Our Internet Lead Response Time went from 190 minutes to just under 17 minutes. Our success with reaching online car buyers is because of our dynamic Internet strategy. Using the training, sales ideas, and communication tools provided by Reynolds eBusiness Consulting, we gave our online shoppers the information they’re looking for quickly, which is generating more kept appointments and higher sales.”

J.B. Burkhart, General Manager
Osman Lincoln Mercury
Melbourne, FL

Reynolds
Web Solutions

**For more information on
eBusiness Consulting,
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 **Reynolds
& Reynolds®**
MAKING **BUSINESS** BETTER.