

## Business At A Glance

### Paris Ford



Jay Jaynes  
Paris Ford

Paris Ford is experiencing a huge boost in business recently, as a result of a change in supplier and more effective marketing.

The business is receiving more calls into the dealership, which translates into more sales.

The change in toll-free service providers also has saved the dealership money.

After activating the 800-411-FORD vanity number, the dealership saw call volume increase by **60 percent** in just four months.

And by switching from their previous toll-free provider to **800response**, a vanity number and toll-free service provider based in Burlington, Vt., the dealership saves approximately \$14,000 per year.

Jay Jaynes of Paris Ford recently shared the vanity 800 number experience with his Auto Dealer 20 Group. By increasing the calls to his dealership and saving money, and he presented the savings opportunity to fellow dealers as a business opportunity. Jaynes received an award for the "Best Idea" in the first quarter of 2005 for his efforts.

## 800response

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1-800-NEW-SALES [www.800response.com](http://www.800response.com)