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Local Bountiful, UT Auto Dealer Increases November Sales by 50%

Ron Henson of Willey Honda® uses Unique Marketing Strategy; Increases Call Volume 650%

December 8, 2005 – (Bountiful, Utah) In March 2005 Ron Henson became General Manager of Willey Honda® (www.willeyhonda.com) and put a unique marketing vision into place. He succeeded in driving call-in traffic up 650%, thus increasing the number of cars moving off the lot this November by 50%.

Henson set a goal of generating 300 incoming calls and moving 150 units off the lot each month. “We used to receive about 20 to 30 calls a month on the vanity number. Once we started aggressively marketing the number that increased to 150 to 200 incoming calls per month,” says Henson.

He is well on his way to achieving those goals. In just two months of integrated advertising, the incoming call volume and percentage of units sold has increased. “We are shattering previous sales records by 50% percent and I attribute this success to our new advertising, which prominently features our vanity 800 number. We went from selling 80 units in the month of November for previous years, to moving 120 new units off our lot in November 2005,” Henson says.

His strategy can be considered unique among the auto world. Henson uses print and billboard ads to promote just the vanity 800 number. “Typical newspaper ads for dealers appear cluttered. We run just the vanity number in a portion of our print advertising to be clear and easily read, and it has been successful. The billboard, which has been up for sixty days now, and only displays the vanity number, has significantly increased our call volume. The billboard is facing the dealership of a direct competitor in the area,” says Henson, a tribute to his aggressive advertising campaign. Finally, after posting the vanity 800 number on the dealerships’ website, the internet salespeople have seen an increase in call volume within just two days.

Henson monitors the success of his advertising on an hourly basis, referring to call tracking reports multiple times a day to get call counts. He has recently added a call recording feature as well. Extensive phone training is taking place with sales people and the receptionists to ensure calls are handled properly and the dealership is optimizing every lead.

“As we continue with our strong advertising campaign we expect our brand awareness in the market to continue increasing, as well as the number of incoming calls,” says Henson.

Sounds like he is well on his way to true success!

800response is the premier provider of vanity 800 service and offers the broadest selection of Custom 800 numbers available today. Services include counsel on selection of the most appropriate 800 number for businesses, a sophisticated Call Routing platform, Call Recording, and extensive real-time Call Tracking reports that provide invaluable demographic information to our customers. For more information visit www.800response.com or call 1-800-NEW-SALES.