



## **Free Showroom Traffic Building Plan for Dealers Visiting yourDealer.net while Attending the NADA Convention**

*Dealers attending NADA in New Orleans in January are being treated to a free custom Showroom Traffic Building Plan to help build their sales and increase market penetration throughout 2005. The free service is being provided by yourDealer.net, the automotive industries most successful outsourced Internet department as a means of helping dealers to increase their visibility and penetration into the growing online automotive marketplace.*

([PRWEB](#)) December 30, 2004 -- This January, dealers will be flocking to the Doubletree Hotel in New Orleans to receive their free customized Showroom Traffic Building Plan from yourDealer.net. The free service specifically analyzes the current marketing effectiveness of a dealership, based on the traffic patterns that are generated overall in the showroom and utilizes specific measurable opportunities within the local market to leverage their current market position and increase showroom traffic while reducing the overall amount spent in advertising to sell a car. The service is offered to a limited number of dealers based on pre-scheduled appointments during the NADA Convention. To schedule a free Showroom Traffic Building Plan, Dealers must visit the companies Website or call directly to 866-547-0427.

JD Power and Associates reports that over 82% of a dealership's sales traffic utilized the Internet when choosing which showroom to walk into; independent studies demonstrate that less than 30% of the people that submit leads online receive the type of treatment and response that they consider to be positive and influential when deciding where to buy their car or truck. That forces over sixty percent of the consumers that shop for their vehicle online to eliminate the dealerships that did not respond promptly and with a dialog that delivered a completely satisfying experience.

yourDealer.net, the premier Outsourced Internet Department provides guaranteed immediate follow-up with 100% of the leads that are received. As the pioneer in the industry, yourDealer has a track record of producing high quality successful sales for clients since 2003. "This experience and the success we realize for our clients provides yourDealer with the insight to aid clients in planning their advertising spending to provide the highest level of impact while also producing a high level of accountability to the advertising sources they use." Reports company President and CEO, David Hein. "Our mission is to provide quality showroom traffic to dealers, so they can increase their sales and build a more profitable business moving forward."

yourDealer responds to tens of thousands of leads every day in their US based Operations Center. Every response is tracked and evaluated for quality and efficiency, allowing the company to provide the highest level of consistency and accuracy in reporting to their clients. The company also tracks the success of every new and used car lead source available today, giving them insight into National, regional and local best-practice and best lead provider data which is unavailable anywhere else in the industry.

yourDealer is a private company, based in New York City that provides immediate follow-up via email and telephone to Internet leads that are produced by dealers, manufacturers and third party lead sources throughout North America. The company operates a fully staffed multi-lingual US based Business Development Center providing a highly consistent and reliable solution to the expense of recruiting, hiring, training and managing of employees with the highest turnover rate in the dealership environment.



For more information on yourDealer and the suite of services provided, call Dave Hein at 646-536-7402, e-mail [pr@yourdealer.net](mailto:pr@yourdealer.net) or visit their Website at <http://www.yourdealer.net>.

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YOURDEALER

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**Online Web 2.0 Version**

You can read the online version of this press release [here](#).