

For Immediate Release
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CallSource® to Introduce DealSaversm

Westlake Village, Calif. – August 13,, 2010 – CallSource, the industry leader in call tracking, call recording, performance analytics, sales training and learning management have announced the introduction of their newest service, DealSaversm.

Recognizing that automotive sales opportunities are too often lost during the initial phone call, CallSource developed DealSaver to, literally, give dealers a second chance to convert those callers to customers. Analysts review all prospect calls and quickly notify management when they detect a missed opportunity that could be saved. DealSaver provides callers' contact information and analyst's notes, helping dealers recover otherwise lost sales opportunities. DealSaver integrates with four of CallSource's most valuable services:

CallTrack®

CallTrack ensures that every call is tracked and recorded. Real time information and expert analysis show you how well each marketing campaign is working and how effectively your employees interact with callers. The result is improved performance, increased ROI and additional sales.

LeadScore®

LeadScore reviews all tracked calls, separating sales prospects from non-prospects. The system sorts your sales, parts and service calls to ensure that each department has quick access. LeadScore identifies, for the first time, your true cost-per-lead, closing ratios, and the number of meaningful sales opportunities generated by each source of marketing you use.

SpeedScore®

SpeedScore lets you quickly select, review and sort calls for your own evaluation of sales performance. Target your coaching and training to the needs of each salesperson.

Telephone Performance Analysissm (TPA)

Our expert analysts review your prospect calls, grading and ranking each call handler's skill at converting leads to appointments and sales. Compare individual employees, stores and regions. Our evaluations pinpoint specific skill gaps, helping you reward good performance and target training where it is needed.

For more information about DealSaver, visit: www.callsource.com, or contact an advisor at 888-414-9102.

About CallSource®

CallSource is celebrating its 20th year delivering solutions that provide structure, discipline, transparency and accountability for its clients. Managing nearly 2,000,000 toll-free and tracking numbers for more than 300,000 businesses throughout the U.S. and Canada, CallSource integrates call tracking, call recording, business analytics, lead scoring, save-a-deal notifications, telephone performance analysis, plus sales and customer service training.