



CALLSOURCE[®]

Selling Voice Products to the Local SMB:

What they want...

What they really need...

How to Capture This Lucrative Market



- **First to Introduce Tracking in 1992**
- **Patent Holder**
- **20,000,000 plus mins./month**
- **Over 10,000 clients – Big and Small:**

- Google
- Yahoo!
- Ebay
- AutoTrader.com
- Cars.com
- Valpak
- Toyota
- Honda
- Network Solutions
- Property Managers
- Contractors
- Auto Dealers
- Home Services
- Professional Services
- Mortgage/Financial
- Health Care
- Various Retailers

What is it?

- Unique phone number that captures data on every phone lead
- Can be a local or toll-free number
- Number seamlessly rings advertiser directly (could be a contact center)





Your local classifieds source

Home

Buy

Sell

Research

Shopping Advice

Los Angeles Times

[Back to Search Results](#) | [New Search](#)

2006 BMW 330i \$24,995

Dealer: Allen Motors
Call: 877-620-7986

Vehicle Description

Kelley Blue Book Values

Photos

Map & Directions

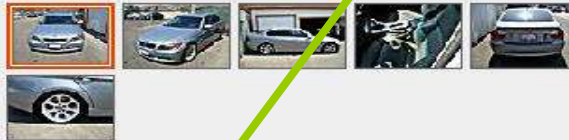
Finance & Loan Calculator

Specs & Reviews

Safety & Reliability



Seller photos — click to enlarge



About This 330

Mileage: 37,945

Body Style: Sedan

Exterior Color: Gray

Interior Color: Black

Stock #: R80507

VIN: WBAVB3576KR80507

Engine: 3.0L I6

Transmission: AUTO

Doors: 4

Wheelbase: 109"

[Get a CARFAX Record Check](#)

Features: Auto-On Headlights, Intermittent Wipers, Variable Speed Intermittent Wipers, Rain Sensing Wipers, Auto-Off Headlights, Heated Mirrors, Power Driver Mirror, Power Passenger... [Show additional features](#)

Seller's Notes: This is an fabulous Sports Car that has the remaining BMW factory warranty until 50K miles. This is a Gray 2006 BMW 3 Series 330i Sedan 4 Door, Pioneer Stereo Premium Package Single CD Sport Package, 21/29 MPG. Ask about our extended warranty. Easy leasing and financing available. We are a licensed California dealership with over 20 years experience providing customers the best car at the best price. Our inventory consists mainly of late model imports with all records. We do not buy from the auction. Also, through our fleet contacts around the country, we buy and sell new cars. Let us get you the car you want without dealership hassle at a better price.

★★★★★ [7 consumer reviews](#) for the 2006 330

Email the Dealer

Allen Motors
877-620-7986

Enter Your Message Here

About the Dealer

Allen Motors
877-620-7986

3185 E. Thousand Oaks Blvd. Thousand Oaks CA





Real-time reporting data via web or API:

- Call Time, Date, Duration, and Disposition
(*Connected, Busy, No answer,...*)
- Ad Source
- Caller phone number
- Optional Features:
 - Call
Recording, Name/Address, Whisper, Consumer Greeting, Extension and Geo-routing, Dynamic Number Generation

Media Providers / Marketers:

- Get Credit For Every Online & Offline Lead They Generate

SMB's:

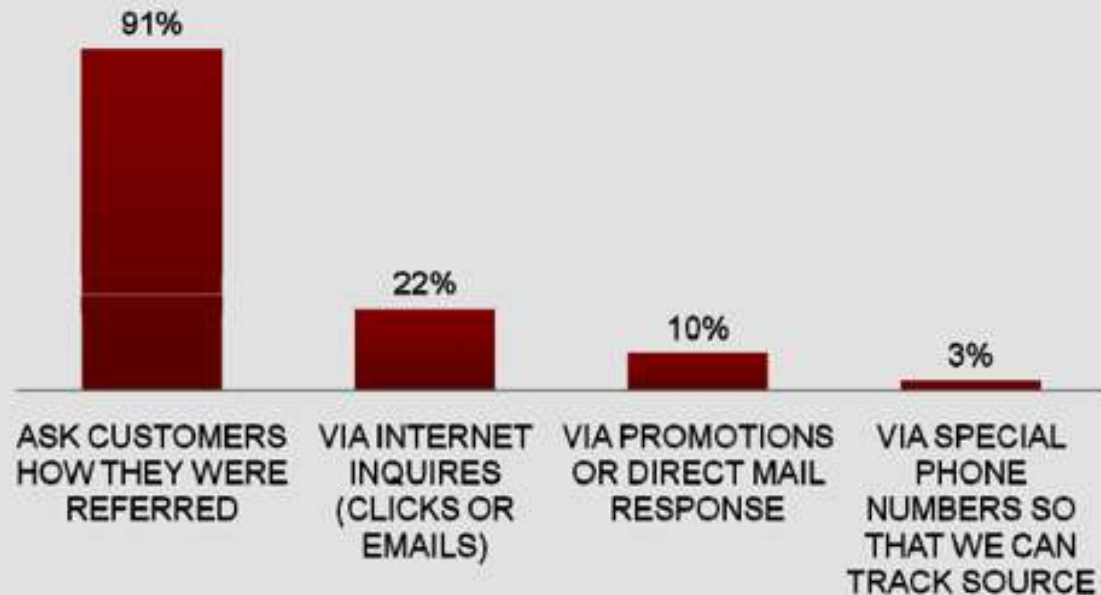
- True Marketing ROI
- Call Recordings = Training Opportunity

Results of Call Tracking



- Gets The Sales Rep's Foot In the Right Door
- Media Rep doesn't get Fired For The Wrong Reason
- Longer Client Retention
- More Spend

How SMBs Track Leads to 'Prove' Value & ROI – They Generally Don't



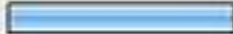




Source: Local Commerce Monitor Wave XJ August 2008. (Sample: 296)
Methodology: Online. Co-sponsor: ConStat.

“Flat Is The New Growth”






Recent Survey of 11,000 SMB's:

Only 20% Healthy – Very Healthy

4. How would you describe the current “health” of your business?			Response Percent	Response Count
Very healthy			3.9%	423
Healthy			16.0%	1,733
Average			37.7%	4,089
Unhealthy			32.3%	3,499
In danger of closing			12.3%	1,334
			<i>answered question</i>	10,837
			<i>skipped question</i>	42

87% Report Flat - Declining Revenues

5. Month over month, how would you say sales and revenue for your local business have changed?

		Response Percent	Response Count
Severe decline		31.5%	3,411
Moderate decline		41.6%	4,509
No change		13.6%	1,471
Moderate increase		12.3%	1,331
Strong increase		1.6%	178
		<i>answered question</i>	10,830
		<i>skipped question</i>	49

The Appeal to Advertisers:

- Nimble
 - Relatively Low Cost
 - High Reach
 - Targeted Reach
 - Quick to Scale
- + Comparatively Solid Analytics =

**Proven, Solid
ROI**

Call Tracking and Voice Products:

- Nimble
 - Relatively Low Cost
 - Easy to deploy
 - Easy to Scale
- + Instant, Exact Analytics =

**Solid Offline
ROI**

Selling Options to the SMB

- Direct Selling >\$200/mo.
 - Telesales
 - Field Sales
- Self Service <\$200/mo.
 - Marketing/Promotion Heavy
- Reseller/ Channel Partners
 - Low Cost
 - Little Control

- Segment and Target Prospects
 - Who has \$ to spend
 - Who is ready to listen
- Associations and Trade Shows
- Mavens, Thought Leaders, Connectors
- Viral Approaches / Brute Force

- Must Demonstrate ROI
- Should Make Them Become Better Operators
 - Cost Savings
 - Efficiencies
- Build In Utilization and Client Retention Plan
- Consider “Do For Me” Model



- ✓ Leverage Your Ability to Track & Measure ROI
- ✓ Try Multiple Sales Strategies
- ✓ Have Plan to Retain Clients

Thank you!

CALLSOURCE®

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