

# New Service Delivers Live Phone Transferred Local Hispanic Auto Leads to Car Dealers Spanish Speaking Staff

LOS ANGELES, Calif. – June 21 (SEND2PRESS NEWSWIRE) – U.S. Hispanic live mortgage lead provider, Spanish Lead Services announced today they have officially launched their automotive lead product to provide auto dealers with local brand-specific Hispanic auto buying leads. This service is perfect for dealerships that are looking for a new and cost effective way to build more sales to Hispanics. Spanish Lead Services offer car dealers two different methods of receiving leads. A live direct telephone connection to local Hispanics who want to buy their brand of car, and e-mail or fax as a lead delivery method.

According to Seth Schiller, President, “Hispanics represent the next big sales opportunity for hundreds of car dealers. Some dealers are still underserving this community. We would visit dealerships where the surrounding population was 25% to 50% or more Hispanic, yet they would only have one Spanish speaker on staff, if any at all. Our service gives dealers the opportunity to grow their Hispanic business without having to make a big investment in traditional Spanish advertising venues or have a big Hispanic sales staff to work the program. In essence, we become their Spanish business development center and the best part is, they only pay for delivered, qualified, brand-specific local leads.”

Spanish Lead Services ensures dealers will not have to waste time and money on non-performing leads. With the knowledge of a large ad agency and the technological expertise of a top tech firm, Spanish Lead Services helps the dealer build their Hispanic business. Dealers give Spanish Lead Services the zip codes of Hispanic communities within their marketing area. Hispanic Consumer phone lists are acquired and scrubbed for DNC (Do Not Call) numbers and the service begins calling for auto leads.

Once they have a qualified brand-specific lead on the phone, basic information is taken before the lead is transferred live directly to a Spanish speaking salesperson. Lead information can be e-mailed or faxed if they don't want to use the live call transfer method. Either way a salesperson will get a hard copy of the lead information so they can follow up until they turn that lead into a customer.

The company has already begun delivering leads to dealers in a couple of Western states and the results have been striking, according to clients:

*“It really is a good service,” exclaims Marvin King, selling Fords in Phoenix. “I like receiving Spanish sales leads. It gives me more opportunities*

*to schedule appointments and sell more cars.”*

*Sam Klein, a California Nissan dealer says, “I like the fact that we only pay for brand specific delivered leads at a fixed cost per lead. We’ve definitely sold cars off the program.”*

“Depending on the market, we deliver between 40 and 100 leads a month to each dealer,” says Mitchell Davis, Vice President. “We’ve found that delivering two to five leads per day, Monday through Saturday, is just right to keep their Spanish speaking sales staff busy and still give them time to work the walk-in traffic.”

Spanish Lead Service is the next piece in the Hispanic sales puzzle, according to Mr. Davis. “Delivering Hispanic auto purchase leads was the next logical step after our mortgage products success,” he exclaimed. “Now car dealers have a more predictable, affordable way to generate local Spanish auto purchase leads.”

For more information you can visit their website at [www.spanishleadservices.com](http://www.spanishleadservices.com) or call Seth Schiller at 1-800-752-1852, ext 1.

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