

# **FOR IMMEDIATE RELEASE**

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## **Real-Time Interactive Negotiation Increases Online Auto Sales**

Until GM and Ebay announced they had joined forces to allow shoppers to “buy it now”, many of the dealers that Matt Christensen talked with believed that people wouldn’t buy big ticket merchandise, such as a car or RV, online without first touching and feeling it. Christensen, partner and Vice President of Sales for Vision™ Selling Systems, says that mainstream auto and RV dealers are starting to understand that shoppers are approaching the buying process differently today than they did as recently as last year and those dealers are beginning to follow in the footsteps of more savvy dealerships who have already turned their websites into lucrative profit centers.

People can buy nearly anything online today and expectations for making an automotive purchase are usually greater than what shoppers find on most websites. Finding the vehicle you want to buy is easy enough, but the next step usually delivers a message saying, ‘*A salesperson will call or email you*’. The Vision™ system allows shoppers to submit their offer to the dealer who receives it, pencils it and returns it to the shopper on the same web page within minutes. “It’s a real-time, interactive process that gives dealers an unprecedented advantage over their counterparts,” said Christensen. “While the shopper is waiting to get a call back from Dealer A, they can go to the (Vision™) dealer’s website, find a vehicle, make an offer, and agree to the purchase hours and even days before they ever hear back from the other dealer.”

Since the program was launched in late 2007, dealers have sold over 2,400 vehicles online using the Vision™ system. “The difference between our program and others that advertise online sales, including GM’s Ebay campaign, is Vision™’s interactive process that returns a counter offer or acceptance to the buyer before they ever leave the web page. Every other program we’ve seen takes your offer and routes it to a salesperson who may eventually call you. The dealers who use Vision™ view their website as another dealership and sell the buyer right then and there instead of asking them to ‘stand by and we’ll get back to you’.”

Vision™ Selling Systems will be exhibited at the upcoming Digital Dealers, RVDA and RVIA trade shows. For more information, visit [www.4SquareAnywhere.com](http://www.4SquareAnywhere.com).