

Message-On-Hold

Program

from



FIAT CHRYSLER AUTOMOBILES



Boost Sales... Increase Caller Retention... Enhance your Image...

Dealerships receive a high volume of phone calls, in fact FCA Digital is on track to generate over a half a million phone leads this year. With the significant amount of phone leads, this leaves the possibility of more customers to be put on hold when they call your dealership. What are your customers listening to when they call? Radio advertising, competition or nothing at all? With an average hold time of 45 seconds, why not use this time as an opportunity to engage your customers.

Did you Know?

- 16 - 20% of callers have made purchases based on information heard while on hold
- 80% of callers appreciate hearing information about a company while waiting
- Without music or messages, 60% of those on hold hang up and 30% will not call back



A Hidden Powerhouse of Advertising Space, Right in Your Telephone.

Message-On-Hold from Please Hold Canada is the most cost-effective marketing tool available to your business today. Because people who call you are your best prospects... your most targeted audience, as you have their undivided attention. With their attention, we'll take it from here. You do not need the creative staff, the professional voice talent or production staff - **WE DO IT ALL**, and have been doing it for decades! Our creative and studio teams will make sure you sound great!

Opportunity does not always KNOCK, sometimes it RINGS!

Professional Package \$35.95/month

- SOCAN licensing fees
- 8 Messages, 4 of which are Dealer specific
- Dealer messages updated annually
- Additional message updates are \$50 each

Premium Package \$45.95/month

- All advantages of Professional Package
- Courtesies are customized to Dealer name
- 3 additional single message changes
- Additional message updates are \$40 each

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