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## **Vertical Communications Launches Free Email Course Showing Auto Dealers How to Use Technology to Grow Their Business**

*“Five Ways to Use Technology to Grow Your Auto Dealership” provides practical guidance to help auto dealers become more efficient, responsive and profitable*

**Santa Clara, Calif., October 23, 2015**—Vertical Communications®, a leading provider of business communications software and solutions, is launching a free, five-part Email Course that helps auto dealers learn how to apply a variety of tools and resources available through advanced communications technology to streamline day-to-day workflows, increase revenues and improve CSI scores. The program “Five Ways to Use Technology to Grow Your Auto Dealership,” is available to automobile dealership management and staff at no charge.

Subscribers can sign up for Vertical’s free Email Course at any time to begin receiving an easy-to-read, easy-to-absorb email lesson each day for five days. The course will focus on a number of sales and business development workflows that can be enhanced through the use of common computer and communications technologies. Course topics include:

- Uncover More Sales in Your Existing Pipeline
- Supercharge Sales by Investing in Your Business Development Center
- Improve Your Close Rate in the Showroom
- Maximize Your Service Department Revenue
- NADA Says Auto Sales UP 7.1% - What About Profit?

A leading provider of business communications technology, Vertical’s solutions are deployed at auto dealerships throughout the United States. The Wave IP Auto Applications Suite delivers powerful productivity tools that streamline workflows and enable dealers to drive revenue and enhance communication with customers, prospects and team members. Vertical’s ViewPoint Mobile for Auto solution extends all office communications tools to personal mobile devices, enabling staff on the lot, or on the road, to seamlessly handle all business communications. In addition, Vertical’s Wave IP Auto Contact Center application helps dealers consolidate phone lines and centralize calls across multiple locations, drastically reducing operating expenses and improving efficiency.

“One of the biggest challenges always facing automobile dealers is quickly converting leads and other revenue opportunities like service appointments into deals,” said Kevin Butler, Director of Strategic Markets at Vertical Communications. “Our company has been delivering technology

that addresses sales and other critical workflows within the automobile dealership sector for years. The Email Course gives dealers and their employees a primer on how to effectively use these tools to maximize revenue, satisfy customers and improve profitability.”

To sign up for Vertical's Email Course, automobile dealers and staff can register at:

<http://info.vertical.com/5-ways-to-use-technology-to-grow-your-auto-dealership-free-email-course>

### **About Vertical Communications®**

Vertical Communications provides businesses with communications solutions for how we work today. We enable companies to better communicate and serve customers with voice, mobile and collaboration technologies that improve critical business workflows in today's Modern Enterprise. Find out more at [www.vertical.com](http://www.vertical.com).

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