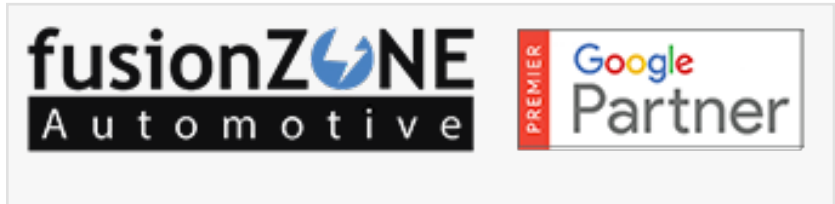


FusionZONE Automotive Launches FastRing and FastPrice

Next generation tools enable dealers to contact customers in under 6 seconds, converting leads into sales



PACIFIC PALISADES, CA, USA, January 7, 2019 /EINPresswire.com/ -- [fusionZONE Automotive, LLC](http://fusionZONEAutomotive,LLC), the automotive

industry's highest-performing dealer website solution, today announced the launch of two lead generation tools, [FastRing](#) and [FastPrice](#). These tools enable dealers to instantly generate competitive pricing on a prospective customer's screen and contact them in under 6 seconds, converting more leads into sales.

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First impressions are ones that last and fast impressions are ones that sell.”

Brett Sutherlin

“Consumers spend more and more time shopping online for a vehicle and expect to get the information they want in real time,” said Brett Sutherlin, FusionZONE Founder. “The days of car dealers withholding prices from potential customers are in the past. When the consumer requests pricing online, they want that information FAST! Unfortunately, many potential customers will leave a dealership website because they had to wait too long, or

never received the information at all and went elsewhere,” Sutherlin continued.

FastPrice gives customers a “no haggle” price in just two clicks. The customer chooses a vehicle, clicks the “get today’s best price button,” and fills out a simple contact form. Behind the scenes, FastPrice crunches the numbers according to the dealer’s pricing structure, displays the best price instantly on the screen, and sends the dealer the lead.

FastPrice can be customized and programmed to give additional options to the information the consumer requested. For example, many dealerships use FastPrice to display new car alternatives or even a Certified or Pre-Owned option in addition to the information and price requested.

Dealers using FastPrice see a lift in leads of 100 to 400 percent, which in turn results in more sales. Capital Toyota in Chattanooga, TN, went from averaging 60 leads per month to approximately 432 leads per month, and new and used vehicle sales soared from about 180 a month to over 250.

FastPrice and FastRing are highly effective stand-alone products but also work exceptionally well together to make a positive first impression, increase website conversion rates and stop shoppers in their tracks.

“We live in a world of fast; fast cars, fast food, faster checkout. Consumers don't want to wait; they want everything now. In this new car buying era, internet shoppers are no different. You have to grab your customers before they leave your website or a third-party website that features your vehicles, and certainly before they get distracted by another crazy cat video,” said Sutherlin.

According to a recent MIT study, the average consumer leaves a website within 30-45 seconds after requesting more information. With FastPrice they get that information immediately. Then, with FastRing they can still be on the dealer's website when the salesperson receives the lead and calls the customer -- all within 6 seconds. FastRing instantly connects the dealership to the customer while they are still browsing the website, dramatically reducing the likelihood of them visiting a competitor site.

"With FastRing you are in contact with a lead before the customer has time to click away or even check their email. FastRing connects you with a lead instantly, faster than your competition could ever dream off. First impressions are ones that last and fast impressions are ones that sell," Sutherlin added.

FastRing integrates with 3rd party applications creating instant connections from any lead source. It includes an extensive administration portal with 24/7 access to call data including call recordings and real-time statistics.

FastRing and FastPrice will be launching at the 2019 NADA show, January 25-27, 2019, at booth 7935W. For more information, view this video <https://tinyurl.com/y7637fc9>.

To schedule a booth visit, or a demo, visit: <https://www.fzautomotive.com/nada/>

About fusionZONE Automotive, LLC:

fusionZONE Automotive offers automotive dealers the nation's fastest, most cutting-edge customized and responsive websites. fusionZONE Automotive websites drive website conversions and leads, helping dealers sell more cars. fusionZONE also offers complete, progressive digital marketing solutions, streamlining the digital process for dealerships of all sizes.

fusionZONE Automotive websites are designed to not only garner as much traffic as possible for dealer clients, but to actively convert that traffic into leads and sales.

fusionZONE is based in Pacific Palisades, CA Lakeland, FL and Seattle, WA.

SARA CALLAHAN
Carter West Public Relations
7272882159
[email us here](#)

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