

## Lead Check List.

- 1) Non-responsive
  - a) Haven't opened anything
    - i) 15 days check temp are you still in the market?
    - ii) 30 Days might be time to close
    - iii) Send new Specials
    - iv) Go back to original lead (Did we answer it?)
  - b) Opening Emails (Not responding)
    - i) If they stopped opening emails send similar to last opened
    - ii) Keep Sending specials
    - iii) Opening sporadically send similar to opened emails.
  - c) Always be sending a variety of inventory (Price, Payment, Vehicle)
- 2) Responsive
  - a) Still Actively Communicating
    - i) Confirm all questions have been answered
      - (1) Payments, Trade Values, Color and accessories
    - ii) Invite in for a test drive
  - b) Communicated then stopped
    - i) Why did they stop?
      - (1) Check last email was is (Price, payment or vehicle)
      - (2) Go back to last responded email (What was said?)
    - ii) Send update on what they were considering
      - (1) Check with the sales guy if applicable.
  - c) Came in still communicating
    - i) Active deal why haven't they bought?
      - (1) Price, payment, Vehicle
      - (2) Is it an order?
      - (3) Start the what if statement. (What if the payment was \$350? What if I included running boards ect?)
      - (4) Make sure sales person is involved
  - d) Came in not communicating
    - i) Did they buy elsewhere (Why, what and when)
    - ii) Was it the wrong (Price, Payment or Car?) **Go back to "What if" Statements**