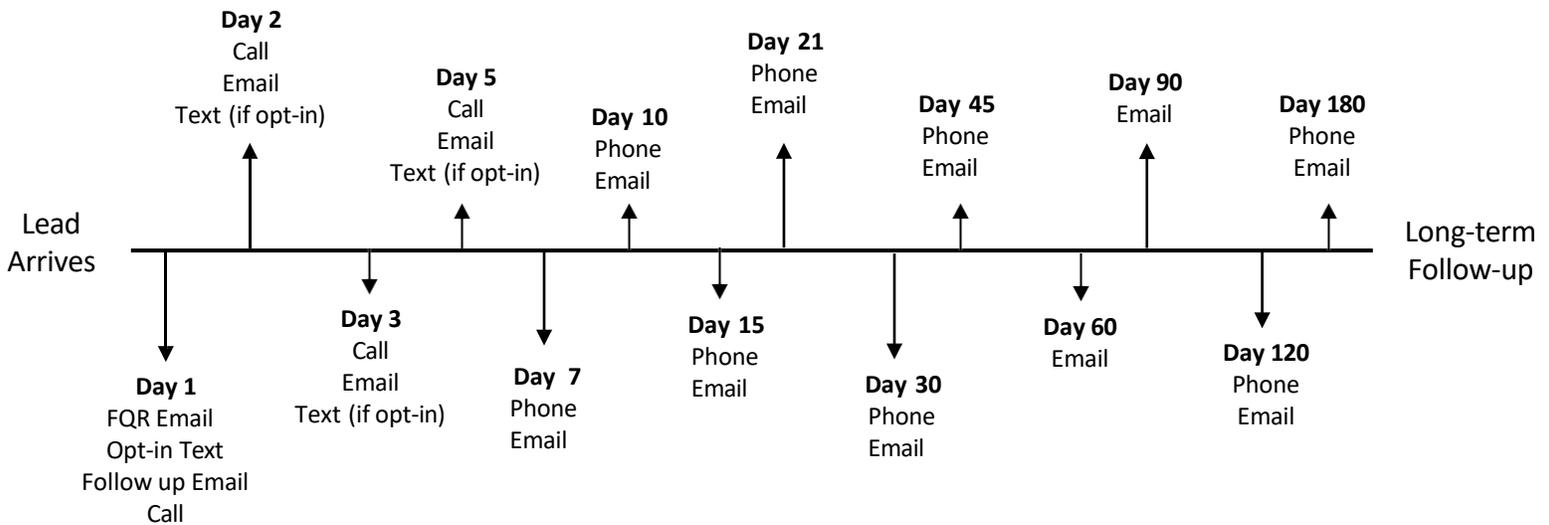
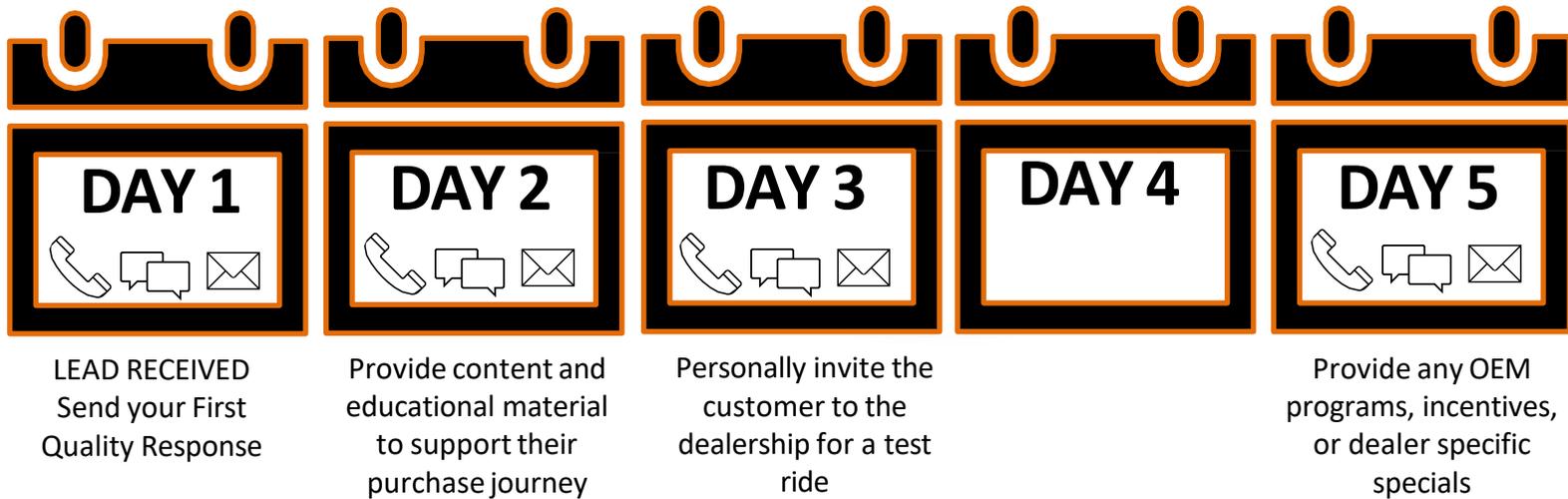


Lead Management Process

Consumers are demanding quick, relevant, informative, transparent, and personalized follow-up that not only answers their questions but also provides value and guidance on things they may not have originally considered. We recommend dealers establish a follow-up process from day 1 through day 180, with special emphasis on short-term follow-up. Beyond having a great short-term follow-up process, having a solid long-term follow-up process is crucial to nurturing future sales.



We know consumers submit leads primarily to obtain pricing and availability information, but at what stage in the buying process do consumers submit leads?
The answer: all stages!