

THE 72 HOUR INTERNET LEAD RESCUE PLAN

A useful first three days of follow-up without ten copies of just checking in.

THE LEAK

The 72 Hour Internet Lead Rescue Plan

The first seventy-two hours are usually the highest-intent window. Many stores waste them with automated introductions, unanswered questions, and repetitive messages that teach the shopper to ignore the dealership.

What good looks like

- First response is fast and useful.
- The customer's stated question is answered.
- Every touch has a different purpose.
- Phone, text, and email support one conversation.
- Messages include a clear, low-friction next step.
- Manager intervention occurs when a live signal appears.
- No false urgency or invented scarcity is used.

USE THIS LANGUAGE

Hour 0: Answer the question and offer two times.

Hour 2: Call with one useful detail and leave a short voicemail.

Day 1: Send a comparison or proof that reduces uncertainty.

Day 2: Ask a direct preference question.

Day 3: Close the loop while leaving the door open.

Language is a tool, not a costume

Do not memorize these words until they sound dead. Understand the job each line performs. Keep the intent, use your natural voice, and listen to the answer. A script that prevents listening is not a script. It is a hiding place.

FIELD INSPECTION

OK	STANDARD	OWNER
☐	First response is fast and useful.	_____
☐	The customer's stated question is answered.	_____
☐	Every touch has a different purpose.	_____
☐	Phone, text, and email support one conversation.	_____
☐	Messages include a clear, low-friction next step.	_____
☐	Manager intervention occurs when a live signal appears.	_____
☐	No false urgency or invented scarcity is used.	_____

Write the three examples you will inspect

1. _____

2. _____

3. _____

THE SCOREBOARD

- Time to useful response
- Two-way conversation within 24 hours
- Appointment by 72 hours
- Channel response by touch
- Unsubscribes and negative replies

The numbers do not coach the team by themselves. They tell the manager where to inspect. Pull the work behind the number, identify the repeatable behavior, and coach that behavior while the example is still fresh.

Your twenty-four-hour move

Rewrite the first six touches so no two messages have the same job.

FOUND ONE LEAK

Now find the rest of them

This guide isolates one breakdown. Your CRM, calls, lead handling, handoffs, and manager behavior operate as one system. Fixing the loudest symptom while the next leak stays hidden is how dealerships stay busy without getting better.

Request a free CRM audit at ingraminteractive.com/request-a-diagnostic. We will look at the real workflow, identify where sold units are escaping, and tell you what deserves action first.

Ingram Interactive installs dealership process for internet leads, inbound phone opportunities, floor traffic, manager turn-overs, follow-up discipline, and staff accountability.