

THE DEAD LEAD REVIVAL SYSTEM

Turn old records into relevant conversations without pretending the last six months never happened.

THE LEAK

The Dead Lead Revival System

Old leads do not die from age alone. They die because the dealership sends the same generic message to everybody and calls the silence a bad database.

What good looks like

- Segment by original intent, timing, and outcome.
- Verify whether the customer still owns or needs the same thing.
- Use a fresh reason to respond.
- Do not fake familiarity.
- Offer a useful comparison, update, or valuation.
- Close records honestly when the signal is gone.

USE THIS LANGUAGE

"You asked us about ____ in _____. I do not want to pretend this is a fresh conversation. Did you solve it, postpone it, or are you still looking?"

**"The market changed in one way that may matter to you: _____.
Want the thirty-second version?"**

"If this is no longer relevant, reply done and I will close the loop."

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
☐	Segment by original intent, timing, and outcome.	_____
☐	Verify whether the customer still owns or needs the same thing.	_____
☐	Use a fresh reason to respond.	_____
☐	Do not fake familiarity.	_____
☐	Offer a useful comparison, update, or valuation.	_____
☐	Close records honestly when the signal is gone.	_____

Write the three examples you will inspect

1. _____

2. _____

3. _____

THE SCOREBOARD

- Records attempted by segment
- Reply rate
- Reactivated appointments
- Shows
- Sales
- Clean closures

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

Choose one fifty-record segment and write one reason that segment should care today.

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.