

Lead capture and automated follow-up

Automatically captures leads from multiple channels and executes personalized follow-up sequences based on customer interest level and vehicle preferences to maximize conversion rates.

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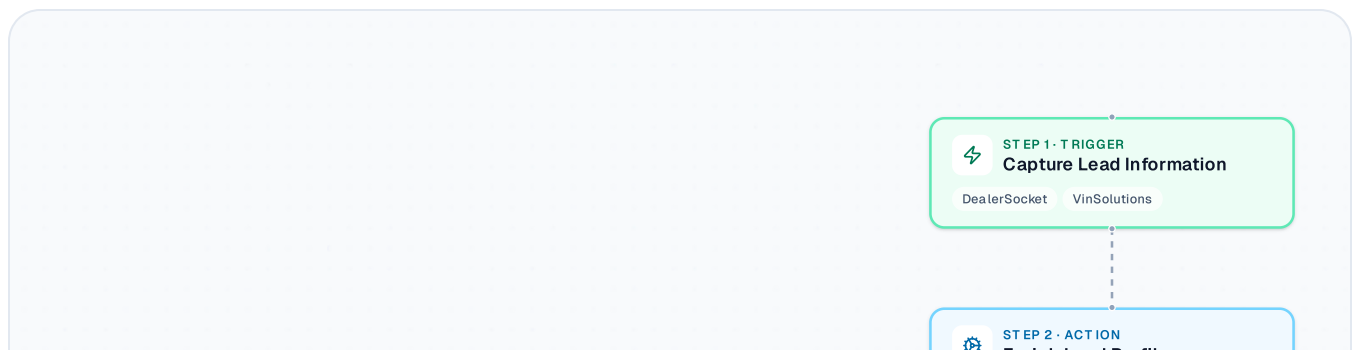


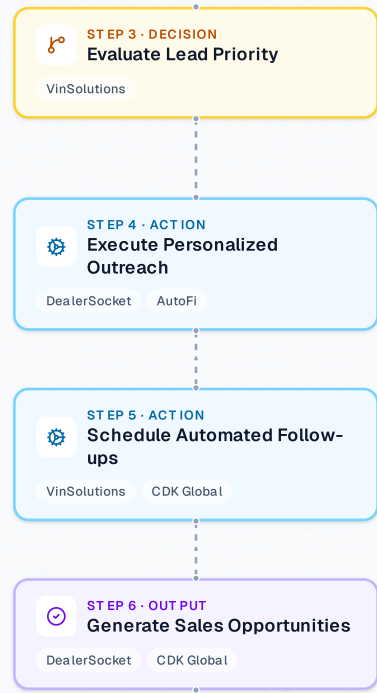
WORKFLOW TRIGGER

New lead submits inquiry through website, third-party site, or walks into dealership

Visual Flow

Each node represents an automated step. Connections show how data and decisions move through the workflow.





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Step-by-Step Breakdown

Detailed explanation of each automated stage in the workflow.

1

Capture Lead Information

New lead data is automatically captured from website forms, third-party automotive sites, or walk-in registration. Lead information includes contact details, vehicle interest, and source channel.

DealerSocket

VinSolutions

2

 ACTION

Enrich Lead Profile

System automatically enriches lead data by checking credit pre-qualification status and matching vehicle preferences against current inventory. Creates comprehensive lead scoring based on buying intent signals.

AutoFi

CDK Global

3

 DECISION

Evaluate Lead Priority

Workflow branches based on lead score, credit qualification, and vehicle availability. High-priority leads get immediate personal outreach while standard leads enter nurture sequences.

VinSolutions

4

 ACTION

Execute Personalized Outreach

Sends customized follow-up communications including vehicle recommendations, financing options, and appointment scheduling links. Content varies by lead priority and vehicle interest.

5

 ACTION

Schedule Automated Follow-ups

Creates multi-touch follow-up campaign with emails, texts, and call reminders for sales team. Adjusts frequency and messaging based on lead engagement and responses.

VinSolutions

CDK Global

6

 OUT PUT

Generate Sales Opportunities

Qualified leads are assigned to sales representatives with complete profiles and recommended next actions. Unresponsive leads continue in long-term nurture campaigns.

DealerSocket

CDK Global



Outputs

- Qualified leads assigned to sales team
- Automated nurture campaigns activated
- Lead scoring and prioritization completed



Key Metrics

- Lead response rate
- Lead-to-appointment conversion
- Cost per qualified lead



Tools & Integrations

- DealerSocket
- VinSolutions
- CDK Global
- AutoFi

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