

Lead qualification and nurturing

This workflow automatically captures, scores, and nurtures RV sales leads through personalized email sequences and targeted follow-up campaigns, increasing conversion rates and reducing manual sales tasks.

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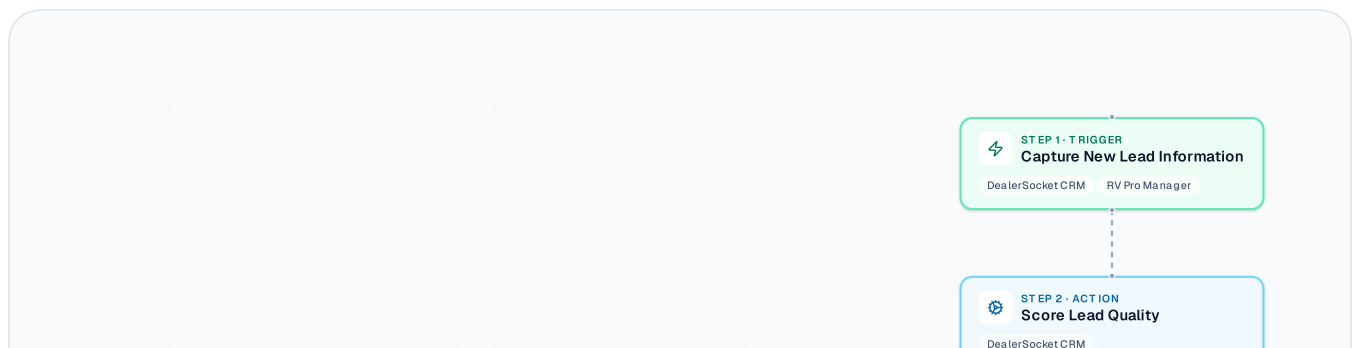


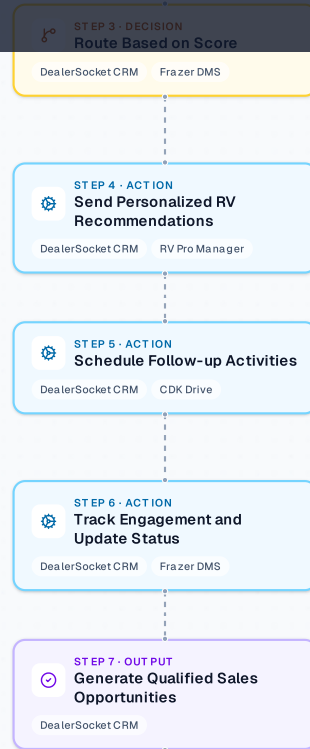
WORKFLOW TRIGGER

New lead submits inquiry form on dealership website or walks into showroom

Visual Flow

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





Step-by-Step Breakdown

Detailed explanation of each automated stage in the workflow.

1

Capture New Lead Information

Lead data is automatically captured from website forms, phone calls, or walk-in registrations. Basic contact information and RV preferences are collected and stored.

DealerSocket CRM

RV Pro Manager

2

 ACTION

Score Lead Quality

Lead is automatically scored based on budget, timeline, RV type interest, and engagement level. High-value leads are flagged for immediate sales team attention.

DealerSocket CRM

3

 DECISION

Route Based on Score

High-scoring leads are immediately assigned to senior sales staff, while medium-scoring leads enter automated nurturing sequences. Low-scoring leads receive educational content campaigns.

DealerSocket CRM

Frazer DMS

4

 ACTION

Send Personalized RV Recommendations

Automated emails featuring specific RV models matching lead preferences are sent. Inventory availability and pricing information is pulled from current stock.

5

 ACTION

Schedule Follow-up Activities

System automatically schedules phone calls, showroom appointments, or additional email touchpoints based on lead behavior and response patterns.

DealerSocket CRM

CDK Drive

6

 ACTION

Track Engagement and Update Status

Lead interactions are monitored and recorded, with lead status updated based on email opens, website visits, and appointment scheduling. Sales team receives alerts for hot leads.

DealerSocket CRM

Frazer DMS

7

 OUTPUT

Generate Qualified Sales Opportunities

Workflow produces qualified leads ready for sales conversion, complete nurturing sequences, and detailed lead intelligence reports for sales team follow-up.

DealerSocket CRM



Outputs

- Qualified sales appointments scheduled
- Automated nurturing email sequences deployed
- Lead scoring reports with conversion probability



Key Metrics

- Lead conversion rate percentage
- Average time from lead to qualified opportunity
- Email engagement rates by RV category



Tools & Integrations

- DealerSocket CRM
- RV Pro Manager
- Frazer DMS
- CDK Drive

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