FINDING THE RIGHT CUSTOMERS **IN A CHALLENGING MARKET**

HOW DEALERSHIPS CAN IDENTIFY HIGH-INTENT BUYERS, UNCOVER HIDDEN OPPORTUNITIES, AND MAXIMIZE EVERY CUSTOMER INTERACTION

AutoAlert
DRIVEN BY PURECARS

YOU DON'T NEED MORE CUSTOMERS. YOU NEED THE RIGHT ONES.

Today's dealership environment is more competitive than ever. Higher vehicle prices, affordability concerns, longer ownership cycles, and changing consumer behaviors have made it increasingly difficult to predict who is truly ready to buy. Teams are working hard, but too often they're chasing cold leads while real opportunities go unnoticed. And every missed opportunity has a direct impact on the bottom line.

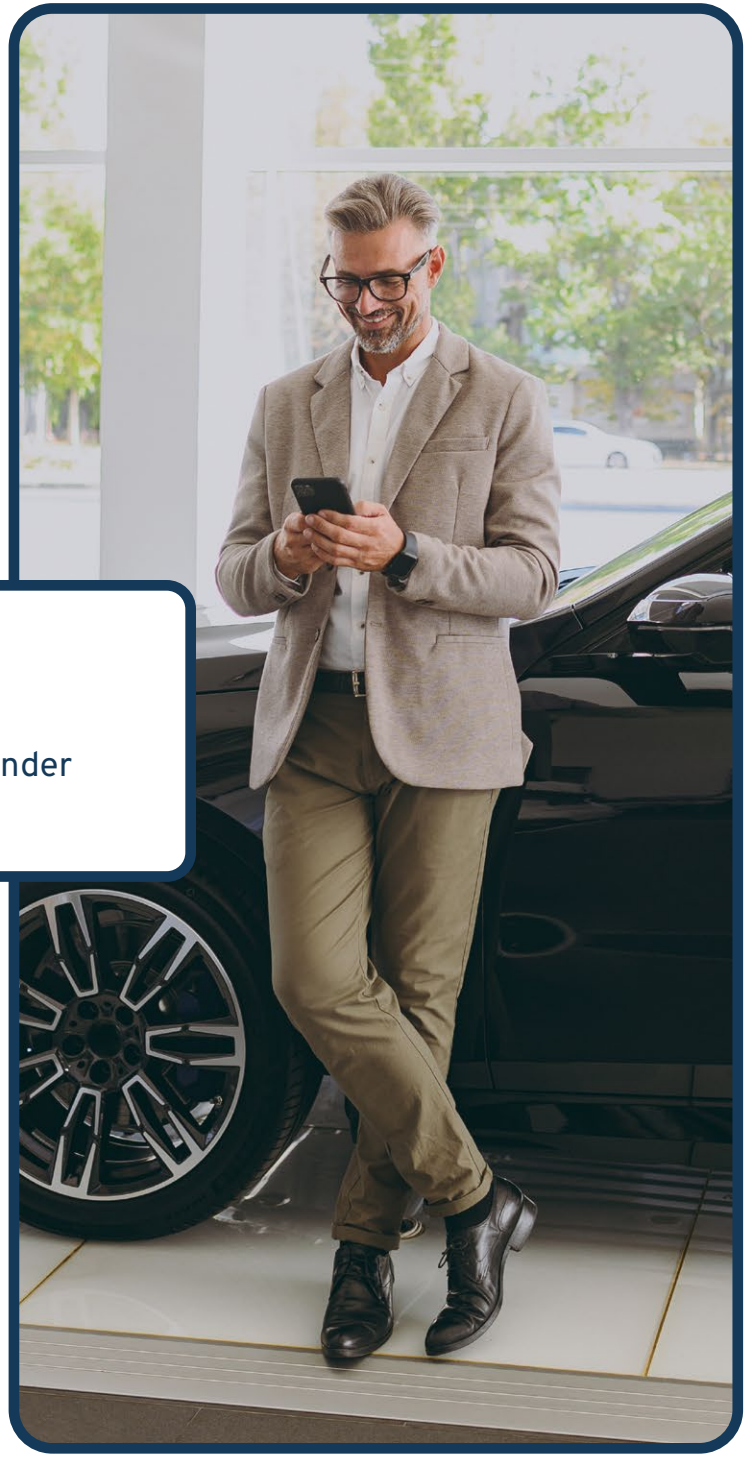
MANY DEALERSHIPS FACE THE SAME CHALLENGES

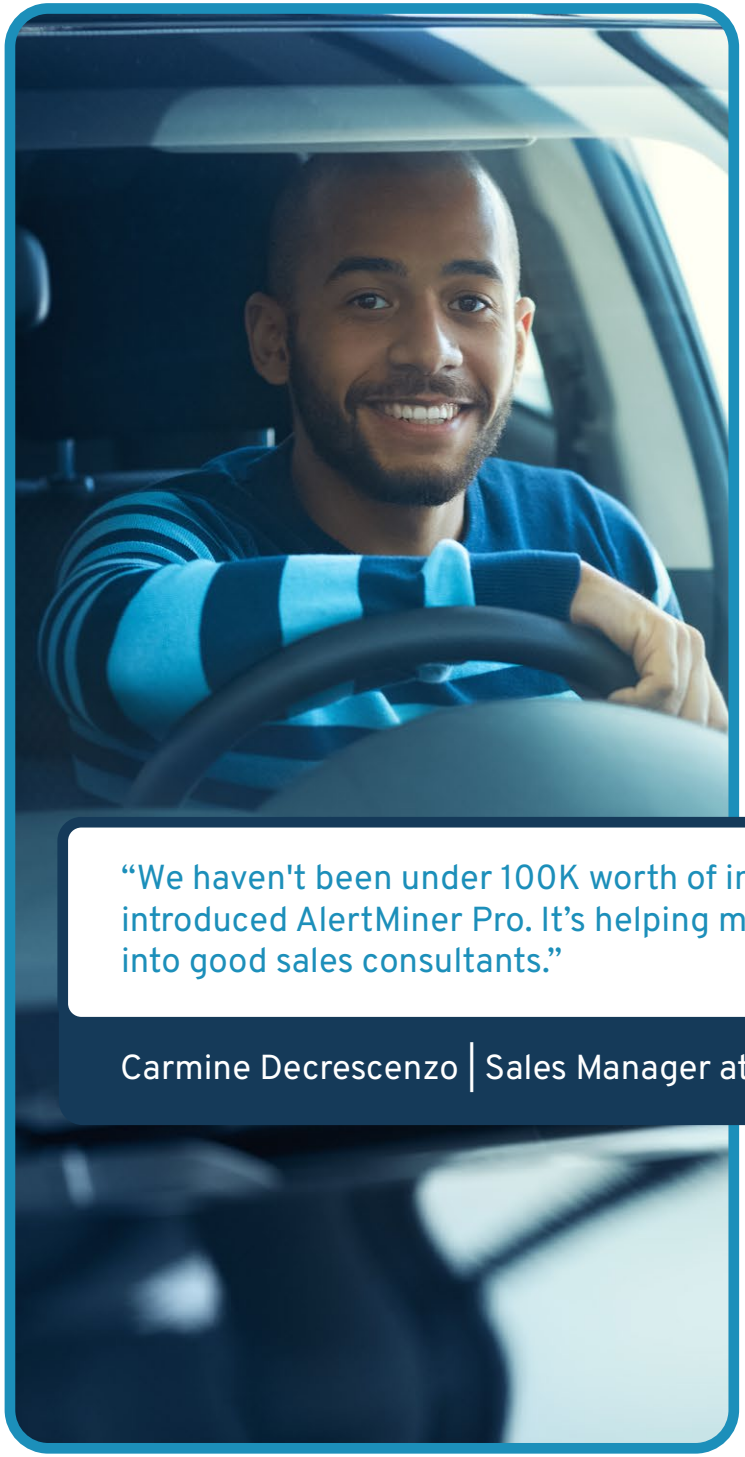
- Inventory acquisition remains competitive
- Customers are holding onto vehicles longer
- Margins are under pressure

The dealerships winning in today's market aren't simply generating more leads; they're becoming better at identifying customer buying signals, leveraging customer data, and creating opportunities from existing relationships.

The challenge isn't a lack of customers. It's knowing which customers deserve your team's attention right now.

This playbook outlines how your dealership can focus on the customers most likely to act—and maximize every interaction along the way.





1. IDENTIFY HIGH-INTENT BUYERS

Not every customer in your database deserves the same level of urgency.

High-performing dealerships prioritize customers showing signs they're entering the market.

Watch for Buying Signals, Such As:

- Positive equity positions
- Approaching lease maturities
- Vehicles nearing the end of factory warranties
- Aging vehicles with increasing repair expenses
- Customers whose needs may have changed (new drivers, growing families, lifestyle changes)
- Repeat website visits and vehicle browsing activity
- Recent engagement with marketing campaigns
- Customers requesting service estimates for major repairs

> "We haven't been under 100K worth of influence gross since we introduced AlertMiner Pro. It's helping me develop employees into good sales consultants."
>
> Carmine Decrescenzo | Sales Manager at Victory Auto Group

Ask Yourself:
If your team only had time to contact 20 customers today, would they know who those 20 should be?

The goal isn't more activity, it's smarter activity. AlertMiner Pro's data-mining insights, along with the best messages to deliver to each customer, meet the goal head-on.

2. TURN SERVICE TRAFFIC INTO SALES OPPORTUNITIES

Your service drive may be your dealership's most underutilized source of future sales.

Every day, customers walk through your doors who already trust your dealership, own one of your vehicles, and have demonstrated a willingness to spend money with you.

Many are also closer to replacing their vehicle than they realize.

Look for Customers Who Are:

- Facing expensive upcoming repairs
- Driving older, high-mileage vehicles
- Nearing warranty expiration
- Returning frequently for maintenance
- Showing strong equity positions
- Expressing dissatisfaction with their current vehicle

"AutoAlert's Service Lead Management brings serious power to the service drive. I know multiple stores hitting 20+ units per month — and other, larger stores, consistently doing 30, 40, in some cases even 45+ deals monthly from their service lane and conquest opportunities."

Dominic Lazzaro
Business Development Manager
Mike Jackson GM

When sales and service work together, the dealership creates a better customer experience while uncovering opportunities competitors never see.

Service Lead Management can help you execute your service drive selling and make it the most profitable resource in your dealership.

3. MAXIMIZE THE VALUE OF YOUR CRM

Most dealerships already have thousands of customer records. The problem isn't a lack of data—they're suffering from a bloated tech stack. When your team must log in to four different systems just to handle desking, data/equity mining, marketing, and follow-up, data becomes fragmented, leads slip through the cracks, and unnecessary software fees skyrocket.

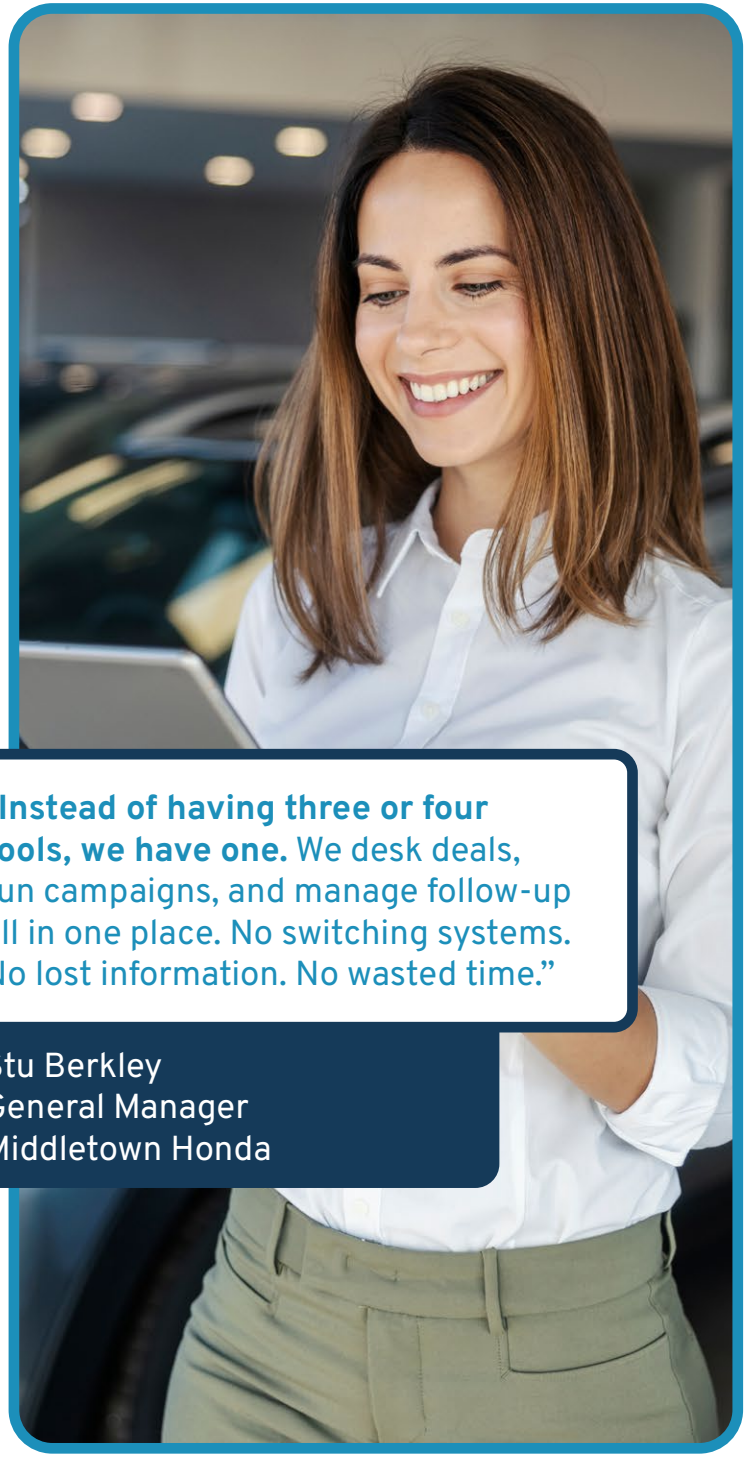
Your CRM should help your team answer one critical question: **"Who should we be talking to today?"**

Use Your CRM to Prioritize:

- Customers due for follow-up
- Unsold showroom traffic
- Lost opportunities worth re-engaging
- Previous buyers entering new ownership cycles
- Service customers with sales potential
- Customers actively engaging with emails or campaigns

The dealerships that consistently outperform aren't necessarily making more calls. They're making the right calls to the right customers.

AutoAlert CXM replaces the clutter, brings your entire team into a single platform, delivers on your top priorities, and automates routine tasks, so your team can focus on building relationships and closing deals.



> **"Instead of having three or four tools, we have one.** We desk deals, run campaigns, and manage follow-up all in one place. No switching systems. No lost information. No wasted time."

Stu Berkley
General Manager
Middletown Honda

4. USE MARKETING TO STRENGTHEN INTENT

Marketing isn't just about generating new leads. It's about helping customers move from consideration to action.

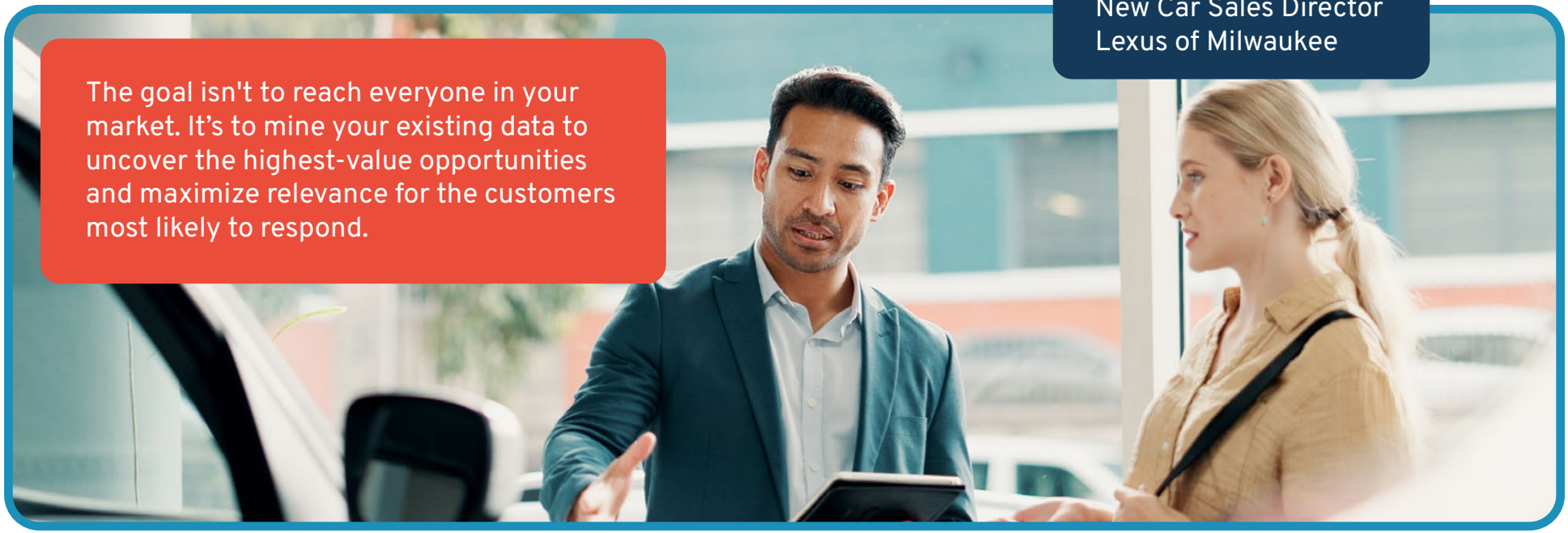
Targeted outreach keeps your dealership top of mind and helps identify who is becoming more engaged, allowing you to reach out when buying intent is the highest.

Effective Marketing Focuses On:

- Personalized messaging
- Timely ownership-based campaigns
- Service reminders and maintenance education
- Trade-up opportunities
- Equity and payment-focused offers
- Consistent communication across channels

> "In one month, our dealership completed nine successful sales through AutoAlert's Digital Marketing. I put out another marketing blast the next month and received ten email responses and 12 phone calls!
>
> Kevin Bell
> New Car Sales Director
> Lexus of Milwaukee

The goal isn't to reach everyone in your market. It's to mine your existing data to uncover the highest-value opportunities and maximize relevance for the customers most likely to respond.



5. RESPOND FASTER AND MORE CONSISTENTLY

When customers raise their hands, timing matters.

The Reality: 78% of car buyers ultimately purchase from the dealership that responds first. Yet the average dealership takes over 40 hours to fully respond to an inbound internet lead, missing the golden 5-minute window when customer intent is highest.

Whether That Signal Comes From:

- A website form submission
- A service appointment
- A chatbot conversation
- An email click
- Or an inbound text message

...your response process should be immediate and consistent—24/7.

BUILD A PROCESS THAT INCLUDES:

- Automated acknowledgment
- Clear ownership and accountability
- Defined follow-up cadences
- Multiple communication channels
- Ongoing measurement and coaching

Speed builds trust, and consistency builds results.

If you make a customer wait, they don't change their mind—they just click over to your competitor down the street.

AutoAlert's AutoAssistants are an all-in-one AI solution for cultivating lasting relationships, driving enhanced engagement, and paving the pathway to internet leads success.

THE OPPORTUNITY HIDDEN IN PLAIN SIGHT

Many dealerships believe they need more leads, but the greatest opportunities are often already within their business.

- The customers in your CRM
- The guests in your service lane
- The shoppers who are engaging with your marketing
- The conversations that are happening every day

When your dealership can identify intent, connect departments, and act quickly, every customer interaction becomes more valuable.

YOUR ACTION PLAN FOR THIS WEEK

Challenge your team to answer these five questions:

- Do we know who our highest-intent customers are today?
- Are the sales and service opportunities being effectively shared?
- Is our CRM helping prioritize action—or creating noise?
- Are our marketing efforts increasing relevance and engagement?
- Can we confidently say we're responding quickly and consistently?

The dealerships that thrive in challenging markets aren't waiting for more opportunities to appear – they're getting better at finding the opportunities already in front of them.

YOU DON'T HAVE TO DO IT ALONE. AUTOALERT CAN HELP.

AutoAlert helps dealerships identify high-intent buyers, uncover inventory acquisition opportunities, turn service visits into sales conversations, and prioritize the customers most likely to buy, trade, or upgrade.

Instead of asking your team to search through reports, spreadsheets, and customer records, **AutoAlert delivers the right opportunities directly to the people responsible for acting on them.**

FOCUS ON THE RIGHT CUSTOMERS. CREATE BETTER EXPERIENCES. MAXIMIZE EVERY INTERACTION. THAT'S HOW DEALERSHIPS WIN IN ANY MARKET.

SCHEDULE YOUR DEMO OF AUTOALERT TODAY

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