Dealer checklist: turn one bad-lead complaint into a coaching action

Before Calling a Lead Bad, Reconstruct the Post-Inquiry Path

Owner: _____ Date: _____

- [ ] Pull the original inquiry and read the shopper’s exact question before discussing lead quality.
- [ ] Verify the first response that went out and check whether it answered the shopper’s stated need.
- [ ] Review whether a clear next step was offered, confirmed, and followed up on.
- [ ] Identify the stall point as acquisition, response handling, or next-step execution, not all three at once.
- [ ] Set one coaching action for the responsible role and schedule a follow-up review in the dashboard.
- [ ] Use a saved report or email schedule so the same review format is repeated consistently.

Notes and next steps

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Adapt this checklist to your dealership’s process.

Read the article on Goxee