

# QuickScreen Best Practices - Inbound Lead Management

Wouldn't it be great if you had enough information about all inbound leads so you could approach them with a proposal they can qualify for on the first call?

Our QuickScreen solution gives you the visibility you need to prescreen your leads and prepare you for the phone call or email you will send them to schedule an appointment.

Here is a suggested workflow for prescreening all inbound leads:

1. Run a QuickScreen on each lead that comes through your BDC – whether they are phone calls or internet leads from your website, or OEM or other paid sources
2. Segment your leads by credit tier
3. Divide among your sales team for follow up
4. Coach your sales team on how to use the QuickScreen data to have more meaningful conversations with the consumers

The sales team can reach out to each lead with more targeted information, which may include available vehicles, payment options and interest rates they can qualify for given their credit score. Armed with the QuickScreen information, your team has a powerful new tool in their arsenal to bring more leads to the store and achieve higher closing ratios.

## Suggested data to focus on:

- FICO score
- Interest rate
- Time remaining on their current loan or lease
- Auto inquiries in the past 30 days



## Sample Talk Tracks:

### High Credit Score, 2 inquiries in the last 30 days:

"Hi Ms. Burke. Thank you for your inquiry into the 2017 Honda Accord EX. You may be qualified for our special 1.99% factory financing this month. With a few of our vehicles currently in inventory, we can get your payments as low as \$329/month, with no money down, or even less if you have a trade or down payment. Do you have a monthly payment in mind?"

### Low Credit Score, low revolving credit, 2 open trade lines:

"Hi Mr. Johnson. Thank you for your inquiry into the 2017 Honda Accord EX. I can get you preapproved today if you would like to come in for a test drive. In addition to the new Honda Accords, we have a large inventory of CPO and pre-owned vehicles that will fit any budget or credit worthiness. Do you have a monthly payment in mind?"

QuickScreen Results				
Score:	<b>807</b>	Result:	Applicant Found <small>Powered by TU: FICO Auto 04</small>	
Consumer Information				
Name:	Clark Kent	Email:	clark.kent@700Credit.com	
Address:	1234 Main Street Any Town, USA 12345	Phone:	(555) 867-5301	
Auto Summary				
Available Revolving Credit:		\$145,943.00	Auto Inquiries last 30 days: 0	
Auto Trade Line 1				
Interest Rate:	Original Amount:	Original Terms:	Late 24 months:	Monthly Payment <b>\$269.53</b>
3.5%	\$16,553.00	36 Months	0	
Percent Paid:	Estimated Payoff:	Remaining Terms:	Joint:	
1%	\$16,387.47	0 Months	NO	
Loan Type:	Lease		Trade Status:	Closed
Auto Trade Line 2				
Interest Rate:	Original Amount:	Original Terms:	Late 24 months:	Monthly Payment
3.5%	\$21,490.00	36 Months	0	

For more information on our QuickScreen solution, please call (866) 273-3848 or visit online at [www.700Credit.com](http://www.700Credit.com).



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