

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.

OpportunityAlerts!

Each QuickScreen returns valuable data that may be highlighted by OpportunityAlerts! - green/yellow/red icons that help you focus your conversation with the customer.

When running a QuickScreen on your inbound leads, OpportunityAlerts! to keep an eye on include:

- S** If your customer has a great score, they may be eligible for great rates.
- R** If their current rate is high, but they have a great credit score, you may be able to lower their rate and therefore their monthly payments.
- T** If their loan is nearly paid off, they most likely have trade-in equity. Or if their lease is nearly up, they may be looking for a new vehicle.
- I** If this alert is green, they have been shopping for a car in the past 30 days.

Pre-Screen Results

Score: **720 (Tier 2)** Result: Consumer Passed Prescreen Criteria
Powered by EX: FICO AUTO V8

Consumer Information

Name: Joseph Burgess
Address: 4213 257th Pl SE
Issaquah, WA 98029

Auto Summary

Available Revolving Credit: **\$42,250.00** Auto Inquiries last 30 days: **0**

Auto Trade Line 1				S	R	A
Interest Rate:	Original Amount:	Original Terms:	No of Late Payments:	Monthly Payment		
5.52%	\$36,703.00	72 Months	N/A	\$600.00		
Percent Paid:	Estimated Payoff:	Remaining Terms:	Joint:			
13.00%	\$31,930.00	58 Months	NO			

Certificate Status

SAMPLE SCENARIOS

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?"

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



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