BEST PRACTISE: **HOW TO MANAGE EMAIL LEADS WITH SALES PIPELINE**

Email leads from your website or 3rd party sites like Trade Me and Autotrader make up an important part of any dealerships lead generation strategy. The biggest issue with email leads is that with the increasing volume of enquiry received by dealerships can at times make it challenging to control the quality and timeliness of email replies from your dealership. The points below highlight 6 things that dealerships can do to make handling email enquiry more efficient and more effective.

1. Set up your designated Lead Managers

The Sales Pipeline can be set up to funnel leads directly to a designated user who has the responsibility for managing the new lead. If the dealership receives different types of email enquiry this can be set up by Yard.

2. Manage your Leads directly from Lead Alert emails

Anytime a new email lead is captured the Sales Pipeline will trigger an email with the option to either respond directly to the lead from the email alert, or allocate to staff to follow up – all directly from the email without having to go into the Sales Pipeline.

3. Search for Lead ID or customer in Sales Pipeline

If you don't action your lead direct from the lead alert then you will need to find it within the Sales Pipeline. When you receive a new email lead the alert you receive will include the Lead ID. If you are viewing the lead alert email on an iPad or iPhone you can click on the link to immediately open the lead with the Sales Pipeline. However if you are viewing on desktop you can use the **KEYWORD** filter to search by the lead ID. If you have forgotten this it's also really easy to search by the customers email address, name or the vehicle they enquired upon – all using the **KEYWORD** filter.

4. View all your un-actioned Leads using the Pending leads screen

If the dealership receives a lot of email enquiry it can be an effort to work out which leads you have followed up and which still require action. With the Sales Pipeline any new email lead that has been captured will be shown in **PENDING LEADS** if the lead has not either been **Allocated** or had its **Lead Progress** updated.

5. Open the Lead and Allocate to Sales People to follow up

Once you have found the lead either via the Keyword filter or the Pending Leads screen you can read the lead, add notes and Allocate Lead to your sales team to follow up. To Allocate a lead just tap on the + action menu and choose 'Allocate Lead'. This will trigger an email to the salesperson so that they can follow up. It's important that you reply to email enquiry as quickly as possible – during business hours you should aim for within 1 hour. You can check on response times for your sales team using the **LEAD ALLOCATION & RESPONSE REPORT.**

6. General rules for Replying to Email Enquiry

With email enquiry there is sometimes a perception that dealerships receive a lot of tyre "clickers" as it's very impersonal and easier to grind on price. Because of this it's more important than ever to build rapport. This can be achieved with the built in Video Email Response Tool. We recommend a 45 second message that is friendly and personal, answers the customers question and prompts for further action. Remember all enquiry has been paid for in marketing and should be treated with respect it deserves.