



AI Lead Nurturing Program

Best Practices

Leverage these proven practices to transform your sales process!

Set Up

Response Time

Time to first contact is the single biggest predictor of lead conversion.

- Set your agent to deliver sub-60-second responses across all channels (SMS, email, etc.).

3rd Party Autoresponders

Disable 3rd party autoresponders for better control.

- Use your AI agent in place of autoresponders to deliver timely, relevant responses that align across all channels.

Customize Processes

Customize processes by lead source to mimic human interaction.

- Create separate processes for sources requiring specific workflows and additional touchpoints.
 - i.e., Brand leads may require a more consultative approach than Digital Retailing leads, which often expect faster, transactional responses.

Follow-up Cadence

No lead left behind with smart follow-up.

- Set automated touchpoints over 1-90 days to engage buyers with varied messaging.
- Adjust timing based on engagement; pause if they reply or speed up if they open but don't respond.

Knowledge Bank

Upload dealer-specific info to train your AI agent.

- Include key information such as inventory, offers and incentives, pricing and financing, policies, and hours.

Hand off Protocols

Define clear hand-off triggers.

- Examples:
 - Customer asks about pricing or trade-ins.
 - Customer is dissatisfied.

Post-Launch/Ongoing

Response Time

A fast, quality response is the strongest driver of lead conversion.

- Benchmark performance frequently and consult your provider for recommendations.

Human-Like Engagement

Leads are less likely to convert if the interaction feels robotic.

- Review conversation transcripts regularly to ensure the agent sounds empathetic.
- Run blind A/B tests to see if you can distinguish between AI-nurtured conversations and those handled by sales reps. Use the insights to refine your approach with your provider.

Follow-up Cadence

A well-paced, adaptive follow-up strategy keeps leads engaged and moving forward.

- AI should refine outreach timing; slowing down when a lead engages and speeding up when signals show interest without action.
- Monitor results to confirm the system is driving meaningful engagement.

Measurable ROI

Ensure your AI Agent is providing metrics.

- Lead-to-Appointment Conversion Rate: shows how effectively the agent turns raw leads into scheduled appointments.
- Engagement Rate: Percentage of leads that respond to the AI's outreach.
- Hand off Rate: How frequently the agent identifies a hot lead and passes it to a human.
- Sales Attribution: Sales tied to leads nurtured by an AI agent.

Hand off Protocols

Inspect what you expect.

- Monitor: Review escalation logs to ensure hot leads aren't stuck in automation loops w/agent.
- Escalation path: Agent is routing leads to the right salesperson or department.