

HOW WELL DO YOU KNOW YOUR WALK-IN LEADS?

Walk-in shoppers convert within 72 hours,¹ making them highly qualified leads. But not every walk-in lead shows up on the lot with the same mindset. Some are more ready to buy than others. To succeed with walk-in shoppers, understand the three types: **explorers**, **vettters**, and **deciders**.



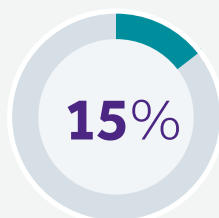
EXPLORE
40% OF VISITS²

EXPLORER

A walk-in lead **exploring on the lot** is looking for an uninterrupted ability to experience cars and learn about differences between brands, models, & trims. They are in the process of narrowing possible options.

PRO TIPS TO TAILOR YOUR SALE

- Leverage consumer vehicle reviews to showcase vehicle features
- Sell your dealership experience
- Ensure your inventory is up to date and be ready to discuss multiple brands, models, and trims



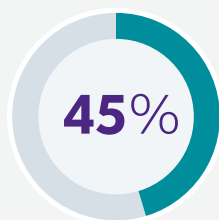
FIND & VET
15% OF VISITS²

VETTER

A walk-in lead **finding and vetting a vehicle** on the lot wants to find specific inventory. They are building confidence that it's the right choice and a fair price.

PRO TIPS TO TAILOR YOUR SALE

- Showcase your dealership reviews to differentiate you from your competitors
- Prepare available incentives that might entice a sale
- Always have multiple makes and models prepared to test drive each day and be prepared to talk about upgrades



DECIDE & PURCHASE
45% OF VISITS²

DECIDER

A walk-in lead **ready to decide and purchase** a vehicle is looking to utilize tools to get the best price and expedite the purchase process. They would like control and empowerment over the negotiating and buying process.

PRO TIPS TO TAILOR YOUR SALE

- Promote salesperson reviews to help connect consumers with top employees
- Prepare finance options
- Verify your vehicle pricing online

1. Cars.com Consumer Metrics, August 2017

2. Cars.com On-the-Lot Virtual Window Sticker Study, February 2016