



Here is the updated template with added outbound email and phone scripts:

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 Hot Alert: [Customer Name] 

#### Customer Information:

- Last Visited: [Last Visited Date]
- Profile Score: [Profile Score]
- Lead Priority: [Lead Priority]
- Email: [Customer Email]
- Phone: [Customer Phone]
- Address: [Customer Address]
- Credit Rating: [Credit Rating]
- Home Status: [Home Status]
- Net Worth: [Networth]
- Occupation: [Occupation]
- PPM Indicator: [PPM Indicator] [PPM Type]

#### Lifestyle and Interests:

[Customer Name] is a [Lifestyle Description]. Her recent exploration of [Interest/Vehicle Type] indicates a strong interest in enhancing her lifestyle with a versatile vehicle.

#### Unit of Interest:

- Recently Viewed: [Unit Details Based on URLs]  
Example: Based on her recent searches, it looks like [Customer Name] is interested in [Specific Model/Type of RV]. Highlight any key features or benefits of this unit that align with her interests.

#### Trade-In Information:

- Trade-In Vehicle: [Trade-In Vehicle Details]  
Example: [Customer Name] may have a [Current Vehicle Make/Model] to trade in. Discuss how this trade-in could be used to reduce the cost of the new RV, and explore potential upgrades or additional features that could be included in their new purchase.

#### Key Points to Highlight:

##### 1. Dynamic Key Point 1 - Recent Activity Alignment:

Based on [Customer Name]'s recent activity, such as [specific pages or RV models viewed], emphasize how the RVs they've shown interest in align with their [specific interest or need]. For example, if they

revisited travel-related pages, highlight how the RV can enhance their travel experiences with its [feature].

## 2. Dynamic Key Point 2 - Lifestyle Relevance:

Reflect on their original profile data combined with recent behavior. For instance, if they are a pet owner and have recently looked at RVs with pet-friendly features, stress the benefits of the RVs with features that cater to pets, such as [specific pet-friendly amenities].

## 3. Dynamic Key Point 3 - Updated Needs or Interests:

Use any changes in their recent activity to address evolving needs or interests. If they previously showed an interest in cooking and have recently checked out RVs with upgraded kitchen facilities, focus on how these RVs offer [high-quality kitchen features] that will enhance their cooking experience on the road.

## 4. Dynamic Key Point 4 - Technological Features or Innovations:

Incorporate any new interests or needs observed during their re-engagement. If they have explored newer models or shown interest in technological advancements, highlight the latest RV technologies and innovations that match their enthusiasm for [specific technology].

### Dealership Information:

- Address: [Dealership Address]
- Phone: [Dealership Phone]
- Hours:
  - Saturday: [Saturday Hours]
  - Sunday: [Sunday Hours]
  - Monday: [Monday Hours]
  - Tuesday–Friday: [Weekday Hours]

### Outbound Email Script:

Subject: Great Opportunity to Explore Your Ideal RV!

Hi [Customer Name],

I hope this email finds you well! I noticed that you recently explored our [Specific Model/Type of RV] and wanted to reach out personally. This model offers [highlight key features or benefits] that perfectly align with your interests in enhancing your lifestyle with a versatile vehicle.

Additionally, we have excellent trade-in options for your [Current Vehicle Make/Model], which could help make your upgrade even more affordable and straightforward.

I would love to discuss this further and help you find the perfect RV for your needs. Feel free to reply to this email or call me directly at [Dealership Phone]. I'm here to assist you!

Best regards,  
[Your Name]  
[Your Position]  
[Dealership Name]

Outbound Phone Script:

"Hi [Customer Name], this is [Your Name] from [Dealership Name]. I noticed you recently showed interest in our [Specific Model/Type of RV], and I wanted to see if you had any questions or if there's anything I can assist you with.

We also have some great trade-in options available for your [Current Vehicle Make/Model], which could make upgrading to a new RV even easier and more affordable. Would you be available to discuss this further today? I'd love to help you explore your options!"

Outbound SMS Script:

"Hi [Customer Name], this is [Your Name] from [Dealership Name]. I noticed you recently explored [Specific Model/Type of RV] and might be interested in upgrading. We also have trade-in options for your [Current Vehicle Make/Model] that could make this upgrade even easier. Visit us at [Dealership Address] or call us at [Dealership Phone] to learn more!"

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Feel free to customize further as needed!