👊 🖺 BE BACK 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]
- Est. Income: [Estimated Income]
- Credit Rating: [Credit Rating]
- Home Status: [Home Status]

Customer Journey Timeline:

- 1. [Date] Initial Engagement:
- Visited: [Initial visit details, like the webpage visited].
- Activity: [What they viewed or interacted with, e.g., browsing used RVs, contacting sales, etc.].
 - Goal: [What the customer was likely looking for].
 - Link: [URL of the page they visited]
- 2. [Date] Mid-Engagement:
 - Visited: [Page link or section].
 - Activity: [Customer's interaction].
 - Goal: [What they are likely refining their interest in].
 - Link: [URL]
- 3. [Date] Continued Search:
 - Visited: [Page link or section].
 - Activity: [Customer's interaction].
 - Link: [URL]
- 4. [Date] Active Shopping:
 - Visited: [The last RV or page the customer viewed].
 - Goal: [What the customer was likely finalizing interest in].
 - Link: [URL]

Unit of Interest:

- Make: [RV Make]

- Model: [RV Model]
- Year: [RV Year]
- Price: [RV Price, including discounts if applicable]
- VIN: [RV VIN]
- Features: [Key features of the RV, such as bunk beds, Murphy bed, eco-friendly, etc.]

Key Points to Highlight:

- 1. Dynamic Key Point 1 Recent Activity Alignment: [Customer's recent activity in relation to the RV they viewed. Emphasize any visits to specific models].
- 2. Dynamic Key Point 2 Lifestyle Relevance: [Highlight how the RV fits into the customer's lifestyle, family use, outdoor preferences, etc.].
- 3. Dynamic Key Point 3 Updated Needs or Interests: [Reflect on customer's financial readiness, credit rating, or any price-conscious behavior].
- 4. Dynamic Key Point 4 Trade-In or Financing Options: [Mention any trade-in potential or flexible financing options relevant to the customer].

Action Items:

- Reach out to [Customer Name] to discuss the [RV Model] and the available [discount/financing/trade-in options].
- Emphasize how the RV aligns with their needs based on the Customer Journey Timeline.

Outbound Scripts:

Outbound Call Script:

"Hi [Customer Name], this is [Your Name] from [Dealership Name]. I noticed you recently visited our website and showed interest in the [RV Make and Model]. I wanted to check in and see if you had any questions or if there's anything I can assist you with. We have [discount or financing options] available that I'd love to discuss with you. Would you be available to talk today?"

Outbound Email Script:

Subject: Amazing Deal on the [RV Make and Model] at [Dealership Name]!

Hi [Customer Name],

I hope you're doing well! I noticed that you've recently shown interest in the [RV Make and Model], and I wanted to reach out to offer my assistance. This RV is currently available for [RV Price], and it offers [highlight some key features].

We also have excellent financing options to make this purchase even more accessible. Please feel free to reply to this email or call me directly at [Dealership Phone]. I'd love to help you secure this amazing deal!

Best regards,
[Your Name]
[Your Position]
[Dealership Name]
Phone: [Dealership Phone]
Address: [Dealership Address]

Outbound SMS Script:

"Hi [Customer Name], this is [Your Name] from [Dealership Name]. I noticed you recently checked out the [RV Make and Model]. It's on sale for [RV Price]! Call us at [Dealership Phone] to learn more."

How to Use This Template:

- 1. Replace placeholders like [Customer Name], [RV Make], [RV Model], [RV Price], and any dealership-specific information.
- 2. Update the Customer Journey Timeline based on the actual interactions and visits recorded.
- 3. Customize the Key Points and Action Items based on the customer's activity and potential interests.
- 4. Adjust scripts to reflect the specific customer and the RV they are considering.

This template can be reused and adapted for any Be Back Alert scenario, helping you maintain consistency while tailoring each alert to the specific customer's journey. Let me know if you'd like any further modifications or customizations!