AppSolve

5 WAYS EQUIPMENT DEALERS LOSE DEALS

(AND HOW TO FIX THEM)

1. **Slow Lead Response**
What happens:
Leads sit too long before first contact.

Why it matters:
The first dealer to respond often wins.

Fix:
Route every lead instantly to the right rep.

2**. No Clear Lead Ownership**
What happens:
Multiple people see the lead, no one acts.

Why it matters:
Follow-up becomes inconsistent or missed.

Fix:
Assign every lead to one owner immediately.

3. Inconsistent Follow-Up

What happens:
Some reps follow up well, others don’t.

Why it matters:
Performance varies across your team.

Fix:
Standardize follow-up expectations and tracking.

4. Poor Visibility Across Locations

What happens:
You can’t tell which location or rep performs best.

Why it matters:
You can’t fix what you can’t see.

Fix:
Use a system that shows performance clearly.

5. Delayed Quotes

What happens:
Quotes go out too late.

Why it matters:
Momentum is lost.

Fix:
Streamline quoting so it happens faster and consistently.

MOST DEALERSHIPS DON’T LOSE DEALS TO COMPETITORS.
THEY LOSE THEM IN THE GAPS BETWEEN LEAD AND FOLLOW-UP.