



Verify Your Lead Paths Exercise

1. **Analyze where your leads are coming in.** There are a number of places where leads could be coming in from, including forms on your website, various email addresses, social media, your manufacturers' websites and online marketplaces. Certified Dealers should also add DiscoverBoating.com's Dealer Finder to that list.
2. **Submit sample leads through each.** Choose a new name for each lead for better tracking. You'll also need an email address and phone number to list for each. There are many websites, including Gmail, that offer free email address setup.
3. **Discover which leads are coming through and which are not.** This is the most important step, to assess if each lead is coming through to the dealership and if it's coming to the place you think it is.
4. **Understand the time from lead submitted to lead received.** [Research shows](#) that faster response times lead to more sales. If your leads aren't getting to you quickly, you're already behind. Depending on how long some leads are taking to get to you, you may have to adjust your [follow-up process](#) to increase the timeliness of response.
5. **Fix any issues.** If you're seeing issues with where a lead is coming in or how long it's taking to get to your dealership, work with your partners to make improvements. Some may be an easy fix, such as changing the email address the lead routes to, while others may be a longer-term project, such as fixing a broken system that slows lead response. Either way, let your partners know, so they can take the steps to adjust.