

A man and a woman, both wearing light blue button-down shirts, are standing in a car dealership. The woman is holding a white tablet and pointing at the screen, while the man looks on. They are both smiling. In the background, several cars are parked in a well-lit showroom.

Dealer Playbook

Lead Assistant

Getting the Most from AI-Powered Lead Insights

Introducing Lead Assistant

Richer Lead Insights for Your Team.
A Better Experience for Car Shoppers.

Our AI-powered Lead Assistant strikes while the iron's hot, engaging car shoppers moments after their initial inquiry.

Working seamlessly in the background of your inventory listings on AutoTrader.ca, Lead Assistant immediately engages leads to continue the conversation and gather the information your team needs to follow up faster, deliver more personalized conversations, and focus on the details that matter most.

There is no setup required, with no changes to your existing workflow. Lead Assistant simply helps your sales team spend less time chasing information and more time engaging qualified buyers.

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What Lead Assistant Does

Following a car shopper's initial inquiry, Lead Assistant immediately:

- Prompts each prospect with relevant follow-up questions
- Collects additional information about purchase intent and buying needs
- Captures richer lead details to support more informed follow-up
- Delivers the collected information with the lead record to Dashboard
- Helps your team prioritize high-intent car shoppers

How It Works

From Inquiry to Insight in 3 Simple Steps

Lead Assistant is on duty 24/7 to engage car shoppers right after their initial inquiry, capturing more content to support faster follow-up.

Contact Sales

Message

Name

Email

Phone Number

Send

Add more details to your message

Hello Jon,
Please select what interests you about the vehicle. I will forward it to the dealer.

I'm interested in a test drive.

What day and time range would suit you for a test drive? Please also share your phone number — phone is usually fastest.

416 956 8542 Thursday between 3pm and 5pm

Thursday between 3 and 5 PM works. The seller will contact you at 416 956 8542 to confirm the test drive.

You've got a new lead!

Received Date
August 4th, 2026

Vehicle of Interest
2015 Hyundai Sonata

Customer Phone
(416) 956 8542

Customer Name
Jon Smith

Customer Email
jonsmith@email.com

Comments
Hi, I would like more information on this vehicle.

Contact Lead

Step 1

A car shopper submits a lead through your AutoTrader.ca inventory listing.

Step 2

Lead Assistant instantly engages the shopper with relevant follow-up questions to gather more details about the shopper's needs and purchase intent.

Step 3

The collected context is added to the lead record in Dashboard, ready for your team to see and act on.

Why It Matters

Spend Less Time Chasing Information. Spend More Time Selling Cars.



Understand Car Shopper Needs from the First Touch

Capture richer shopper insights through AI-powered conversations, including purchase intent, appointment availability, and preferred contact method, giving your sales team more complete, actionable lead details.



Better Context, Stronger Connections

Lead Assistant engages car shoppers immediately after their initial inquiry, gathering valuable information in the background without requiring any additional effort from your sales staff.



Prioritize, Personalize & Engage Faster

Identify high-intent buyers sooner with richer lead insights, enabling your sales personnel to prioritize follow-up, personalize conversations, and move shoppers to the next stage of their buying journey faster.

Best Practice Recommendations

Respond Quickly

Although Lead Assistant is on duty 24/7, engaging shoppers immediately after their initial inquiry and gathering valuable lead context, timely follow-up by your sales team remains one of the strongest drivers of conversion. Aim to contact every prospect within 10 minutes whenever possible.

Review the Conversation

Before responding to a prospect:

- Review the Lead Assistant conversation in Dashboard (where available) to understand the shopper's interests, preferences, and/or specific requests.
- Avoid asking duplicate questions by identifying information the prospect has already shared, allowing you to continue the conversation rather than restart it.
- Tailor your follow-up using the additional context captured by Lead Assistant to deliver a faster, more personalized customer experience.



Prioritize High-Intent Buyers

Use the additional context captured by Lead Assistant to identify shoppers who are demonstrating strong purchase intent and may be approaching a buying decision. Prioritizing these leads enables your team to focus its efforts where they're most likely to influence an outcome.

Look for buying signals such as:

- Indicating they are ready to purchase.
- Requesting financing information or payment options.
- Confirming the availability of a specific vehicle.
- Expressing interest in booking a test drive.
- Mentioning a vehicle they intend to trade in.
- Asking detailed questions, including available warranty coverage.
- Seeking next steps in the purchase process.

Shoppers exhibiting one or more strong buying signals are often closer to making a purchase decision. Responding quickly with relevant, personalized follow-up helps maintain momentum, improves the customer experience, and increases the likelihood of converting interest into a sale.

Assess & Action Immediate Requests

Review the Lead Assistant conversation and prioritize any requests requiring immediate action. Addressing a shopper's specific needs quickly demonstrates attentiveness, builds confidence, and helps maintain momentum while purchase intent is at its highest.

Additional Photos

Action: Provide any requested photos, particularly those highlighting vehicle condition, features, or other areas of interest, as quickly as possible.

Why it Matters: Requested photos help shoppers validate whether the vehicle meets their expectations before visiting the dealership. Responding quickly reduces uncertainty, builds trust, and keeps the purchase journey moving forward.

Test Drive Requests

Action: Respond promptly with available test drive dates and times, offering flexible scheduling options whenever possible.

Why it Matters: A test drive request is a strong buying signal. Making it easy for shoppers increases the likelihood of securing the visit before they engage with another dealership.

Financing Questions

Action: Provide financing information upfront – where it makes sense to do so – including available options, estimated rates, and any qualifying criteria or conditions.

Why it Matters: For most car buyers, financing is often a key purchase consideration. Addressing questions early helps remove barriers, sets realistic expectations, and gives shoppers greater confidence to continue the buying process.

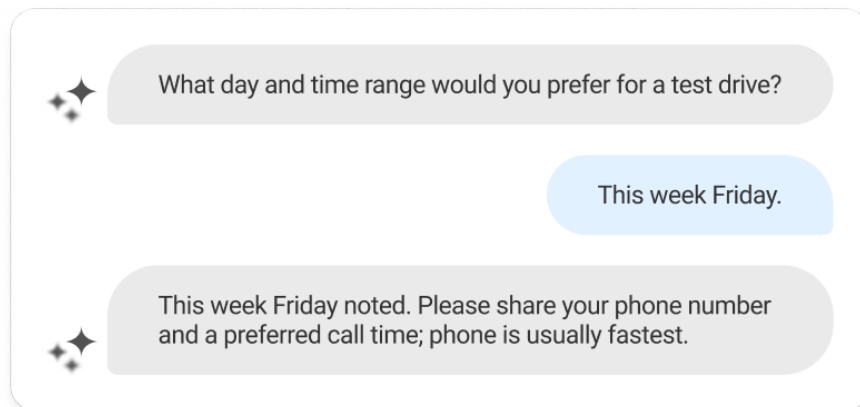
Vehicle Condition

Action: Be transparent about the vehicle's mechanical and cosmetic condition and include supporting photos of any imperfections whenever possible.

Why it Matters: Honest, transparent and proactive communication builds credibility and trust. Setting accurate expectations reduces the risk of disappointing shoppers upon arrival to the dealership, leading to higher-quality in person engagement and more productive conversations.

Personalize Your Response

Reference the information collected by Lead Assistant, for instance:



Whenever possible, answer the shopper's question or fulfill their request in your first response. Tailor your follow up using the information and preferences they've already shared with Lead Assistant, ensuring your message is relevant, personalized, and focused on advancing the conversation. In the example above, rather than asking additional qualifying questions, immediately present available test drive times for the shopper's preferred day.

After addressing the shopper's question or fulfilling their specific request, incorporate one or two compelling value messages about the vehicle and your dealership. Highlight features, condition, warranty, pricing, financing options, or dealership benefits that align with the shopper's interests. Reinforcing value early helps build confidence, differentiate your dealership, and move the purchase decision forward.

Examples to consider:

- Highlight the vehicle's key selling points, such as low mileage, desirable features, exceptional condition, service history, or remaining warranty coverage.
- Differentiate your dealership by reinforcing your unique value proposition, such as transparent pricing, competitive financing, flexible trade-in options, exceptional customer service, manufacturer certifications, or industry awards and accolades.
- Create urgency where appropriate, such as strong demand or a recent price adjustment, without overstating the situation.
- End with a clear next step, inviting the shopper to visit the dealership, continue the conversation, or, even, reserve the vehicle.

Recommended Response:

– ×

From John Doe <john.doe@abcmotors.ca>

To J Jane Doe × Cc Bcc

Hello [First Name],

My name is [Sales Representative First Name], and I'm part of the team at [Dealership Name]. I'll be your primary point of contact and I'm here to help answer any questions you have.

Thank you for your interest in the [Year Make Model Trim]. The vehicle is available and ready for you to experience in person.

We currently have appointments on [Day/Date Requested] at [Option #1 – i.e., 10:00AM], [Option #2: 1:30 PM, and [Option #3: 4:00 PM). Let me know which time works best for you, and I'll be happy to reserve it.

This [Year Make Model Trim] features [key feature or benefit], has [low mileage / a clean vehicle history report / certification / remaining warranty], and has been thoroughly inspected by our qualified personnel to ensure it's ready for its next owner.

If you have a vehicle to trade in or would like to discuss financing options before your visit, I'd be happy to help with that as well.

I look forward to connecting with you soon. Please don't hesitate to contact me by phone, text, or email – I'm here to help!

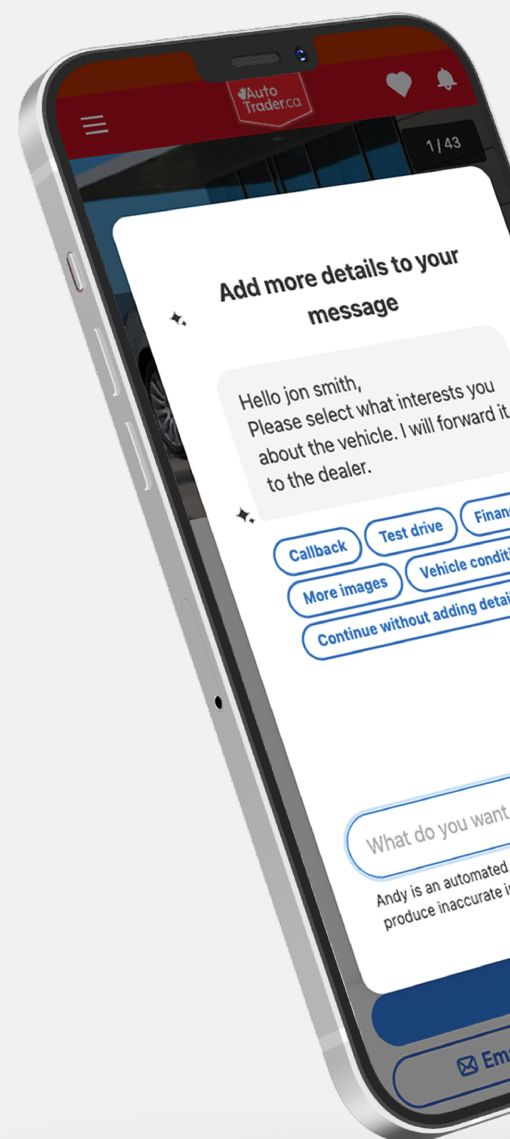
Best regards,

[Sales Representative Name]
[Dealership Name]
[Phone Number]
[Email Address]

Continue the Conversation

Lead Assistant starts the conversation. Your sales personnel build the relationship. Use the additional information available for consumers that have engaged with Lead Assistant to:

- Build trust with the consumer
- Answer any questions
- Confirm the availability of the vehicle
- Schedule a test drive
- Discuss available financing options
- Qualify trade-in information



What Hasn't Changed

Lead Assistant enhances your existing process – it doesn't replace it. Your dealership continues to:

- Work each sales opportunity
- Own every customer relationship
- Decide how and when to follow up
- Detail any applicable sales incentives
- Disclose available financing options
- Qualify trade-in details
- Convert the opportunity to a sale



Frequently Asked Questions

How do I receive the additional lead information?

Information collected by Lead Assistant is immediately added to the lead record in Dashboard. Your sales team can review the collected details before following up with the prospect.

Can I customize Lead Assistant's responses or questions?

Lead Assistant is designed to engage car shoppers using AI-powered conversations that collect the most relevant information to support your sales team. At this time, the conversation flow and responses cannot be customized by individual dealerships.

Can I disable Lead Assistant on my inventory listings?

Lead Assistant is a standard feature included on eligible AutoTrader.ca inventory listings as part of our ongoing commitment to improving lead quality, enhance the consumer experience, and help dealerships engage customers more effectively through richer lead insights.

Does Lead Assistant support multiple languages?

Yes. Lead Assistant supports multiple languages and will automatically communicate with shoppers in their preferred language, helping create a more accessible and seamless experience.

Does Lead Assistant replace my sales team's follow-up?

No. Lead Assistant is designed to complement your existing sales process by engaging shoppers immediately after their initial inquiry to gather more information. Your sales team remains responsible for reviewing the information, following up with the shopper, and guiding them through the purchasing journey.

Is any setup required?

No. Lead Assistant is automatically enabled on eligible AutoTrader.ca inventory listings. There is no additional setup, configuration, or training required.



1.877.414.2030

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