

ConsumerAuto Dealer Partner Onboarding Guide

Complete Guide to the Customer Journey, Lead Quality, Messaging, and Operations

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Program Overview

What We Offer

ConsumerAuto connects real-intent customers actively searching for vehicle financing with local dealers across Canada. Our platform delivers:

- **100% Google Ads Search Leads** - Real intent customers actively searching for vehicle financing. No display, no remarketing—only high-intent search traffic.
- **Dealer Support & Training** - Comprehensive onboarding, dedicated account managers, and ongoing support to help you succeed with ConsumerAuto leads.

- **24-48 Hour Response Window** - Contact within this window for best results. First contact within 1-3 hours is optimal for highest engagement and customer satisfaction.
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Google Ads Campaign: How Customers Find ConsumerAuto

The Ad Strategy

ConsumerAuto runs approximately 200 verified Google Ads across Canada, strategically targeting customers actively searching for auto financing solutions. These ads appear in Google Search results when potential customers search for terms like “bad credit car financing,” “auto loans,” “used car financing,” and similar intent-driven queries.

Primary Value Propositions in Ads

Every ConsumerAuto ad emphasizes three core messages that resonate with customers:

Credit Flexibility - The ads prominently feature “Bad Credit, No Credit, Collections, Late Payment - We Approve All Credit.” This messaging directly addresses the primary concern of customers searching for financing: whether their credit situation will disqualify them. The ads consistently reinforce that ConsumerAuto works with all credit profiles.

Speed & Convenience - Ads highlight the fast approval process and quick financing decisions. Messaging like “Get Approved Fast” and “Quick Financing” appeal to customers who want rapid results without lengthy bureaucratic delays.

Selection & Affordability - Ads showcase vehicle inventory and emphasize monthly payment affordability. Customers see that ConsumerAuto has options across different vehicle types and price points, with focus on budget-friendly monthly payments.

Common Ad Headlines

ConsumerAuto uses tested headlines that drive clicks:

- "\$0 Down - All Credit Accepted"
- "Your Job Is Your Credit"
- "No Credit Bad Credit Approved - Monthly Payments"
- "Used Car Dealerships Near You - Get A Car Loan Fast"
- "Looking For 2nd Hand Car - Affordable Used Cars For Sale"
- "Auto Financing in Ontario"
- "Used Car Financing - Apply for Car Financing"

Ad Copy Themes

The ad descriptions expand on the core value propositions with specific language:

"We say Yes in most credit situations" - Builds confidence that customers will be approved.

"The Best Used Car Finance in Canada. We Say Yes With Any Credit Rating. Apply Now. Good Credit Bad Credit or No Credit. We Can Help You Get The Right Vehicle For Your Needs." - Comprehensive messaging addressing all customer concerns.

"Bad Credit, No Credit, Collections, Late Payment - Proposals - We Approve All Credit" - Directly addresses specific credit challenges customers face.

Visual Elements

Ads include high-quality vehicle imagery showing:

- Professional photos of cars, trucks, SUVs, and vans
- Dealership showroom and inventory displays
- Interior vehicle shots highlighting condition and features
- Diverse vehicle types to appeal to different customer preferences

These images build credibility and help customers visualize the inventory available through ConsumerAuto partners.

Call-to-Action Strategy

Ads use multiple CTAs depending on campaign objectives:

- **“Visit Site”** - Primary CTA directing to [consumerauto.ca](https://www.consumerauto.ca)
- **“Find A Dealer”** - Emphasizes local dealer matching
- **“Get Approved”** - Action-oriented, reduces friction
- **“How It Works”** - Educational approach for uncertain customers

Ad Formats

ConsumerAuto employs diverse ad formats to maximize reach:

Text Ads - Simple, fast-loading ads with headlines and descriptions for search results.

Image Ads - Vehicle photos and dealership imagery for visual impact and engagement.

Video Ads - Short-form videos demonstrating the application process or customer testimonials.

Responsive Ads - Automatically adapt to different placements and screen sizes for optimal performance.

Geographic Targeting

Ads are Canada-wide with regional customization. Specific campaigns target provinces like Ontario with localized messaging (“Auto Financing in Ontario”) to increase relevance and conversion rates.

The Customer Journey from Ad to Your Dealership

Understanding how customers arrive at your dealership helps you better serve them:

Step 1: Ad Impression - Customer searches for auto financing on Google and sees a ConsumerAuto ad in search results. The ad’s credit-friendly messaging catches their attention.

Step 2: Click & Landing - Customer clicks the ad and arrives at [consumerauto.ca](https://www.consumerauto.ca). They’re already pre-qualified by intent: they’re actively seeking financing.

Step 3: Application - Customer completes the Apply-Now form. They’ve already decided they want financing; now they’re providing their details.

Step 4: Lead Assignment - The system scores the application and assigns the lead to your dealership based on location and inventory match.

Step 5: Your First Contact - This is where your role begins. The customer has already been convinced by the ads that financing is possible. Your job is to confirm their interest and present vehicle options.

Step 6: Conversion - Customer visits your dealership and completes the purchase.

Why This Matters for Your Calls

When you call a ConsumerAuto lead, remember:

- **They're Pre-Sold on Financing** - The ads have already convinced them that approval is possible. You don't need to oversell financing; focus on vehicles and rates.
 - **They're Actively Searching** - These aren't passive browsers. They're motivated customers looking for solutions today.
 - **They Know About Credit Flexibility** - Don't be surprised if they mention the ads' credit-friendly messaging. Confirm that we work with all credit profiles.
 - **They Expect Speed** - The ads promise fast approvals. Deliver on that promise with quick response times and efficient processes.
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Customer Journey Mapping

Stage 1: Awareness (Google Search)

Customer searches for auto financing terms on Google. ConsumerAuto ads appear in search results with compelling messaging about fast approvals and flexible credit.

Dealer Role: Prepare inventory and team for incoming leads.

Stage 2: Consideration (Website & Application)

Customer lands on ConsumerAuto website and begins application process. They select vehicle type, enter budget, and provide initial information.

Dealer Role: None yet - customer is in pre-qualification phase.

Stage 3: Decision (Lead Assignment)

Application is completed and scored. Customer receives vehicle matches. Lead is assigned to nearest local dealer based on location and inventory.

Dealer Role: First contact should happen within 1-3 hours. Present options, discuss rates, and confirm interest.

Stage 4: Post-Purchase (Handoff & Follow-up)

Customer completes purchase with dealer. Dealer provides post-purchase support and customer satisfaction feedback.

Dealer Role: Deliver excellent service and report outcomes to ConsumerAuto.

Lead Quality & Success

Maximizing Lead Success

Every lead is a real customer actively searching for vehicle financing. Success depends on your speed, messaging, and follow-up strategy.

Critical Success Factors

Speed to Contact

- Leads contacted after 24 hours show significantly lower engagement
- Contact within 1-3 hours for optimal results
- First contact within business hours (7 AM - 7 PM, Mon-Sat)

Inventory Alignment

- Customer said “truck”? Have trucks ready. Mismatches reduce customer satisfaction
- Review stated preferences before calling

- Have 3-5 options ready to present

Persistence & Follow-up

- If no answer, leave professional voicemail and follow up via email
- Multiple contact attempts increase success rates
- Track all interactions in dealer portal

Professional Messaging

- Use ConsumerAuto brand voice and tone
- Be transparent about rates and terms
- No pressure tactics or misleading claims

Your Success Playbook

Hour 0-3: The Golden Window

- This is your critical window. Contact immediately.
- Have vehicle options ready based on their stated preferences.
- Confirm they received their application confirmation.
- Discuss rates, terms, and next steps.

Hour 3-24: Follow-up Phase

- If no answer, send professional email with vehicle options.
- Try calling again during different times.
- Leave clear voicemail with callback number.

Hour 24-48: Final Outreach

- One more contact attempt via phone or email.
 - If no response, mark as “no contact” in portal.
 - Move to next lead.
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Application Form Funnel

Apply-Now Form: Comprehensive Application

URL: consumerauto.ca/apply-now **Completion Time:** ~2 minutes **Data Collected:** 15+ fields

Step-by-Step Breakdown

1. **Vehicle Selection** - Customer selects: Car, Truck, SUV, or Van
2. **Employment Status** - Customer selects: Employed, Self-Employed, or Retired/Pension
3. **Monthly Income** - Customer selects bracket: 1800–2200, 2200–3000, 3000–4500, or \$4500+
4. **Credit Rating** - Customer self-reports: Excellent, Good, Fair, or Poor
5. **Monthly Budget** - Customer uses slider: 300–800 monthly payment
6. **Contact Information** - First name, last name, email, phone, address, city, province, postal code
7. **Employment Details** - Job title, company name, employment length, and status confirmation
8. **Residential Stability** - Customer indicates: Own home, Rent, or Other
9. **Trade-In (Optional)** - Customer indicates if they have a vehicle to trade: Yes or No

Result: Customer receives vehicle matches and is assigned to nearest local dealer with complete lead profile.

Lead Quality: Comprehensive data collection enables accurate lead scoring and optimal dealer matching.

Messaging Guidelines

Opening Script

“Hi [Name], this is [Your Name] from [Dealership Name]. I’m calling because you applied with ConsumerAuto for vehicle financing. Did I catch you at an okay time?”

Brand Voice Principles

- **Professional but Friendly** - Be approachable and conversational, not robotic
- **Transparent** - Explain rates, terms, and options clearly
- **Helpful** - Focus on solving their transportation needs
- **Honest** - No misleading claims or pressure tactics

Objection Handling

“I don’t remember applying”

- “That’s totally fine! You applied through ConsumerAuto’s website for auto financing. We matched you with our dealership because we have great inventory in your area.”

“What’s the interest rate?”

- “Great question. Rates depend on a few factors like your credit profile and the vehicle you choose. Once we find the right vehicle, I can give you exact numbers. What type of vehicle are you looking for?”

“I’m not ready yet”

- “I understand. When would be a good time to chat? We have some great options that might work for your budget.”

What NOT to Say

- **✗** “You’re approved!” (Don’t promise approval)
- **✗** “Best rates in town” (Vague and unverifiable)

- ❌ “No credit check” (Misleading)
 - ❌ “Call now or lose this deal” (Pressure tactics)
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Dealer Expectations & SLAs

What We Expect From You

- **Contact Within 24 Hours** - First contact should happen within 1-3 hours during business hours (7 AM - 7 PM, Mon-Sat)
- **Maintain Brand Voice** - Use the messaging guidelines and tone principles provided
- **Transparent Communication** - Be honest about rates, terms, and vehicle availability. No pressure tactics
- **Professional Conduct** - Treat customers with respect and follow all regulations
- **Update Portal** - Log all interactions and outcomes in the dealer portal
- **Feedback & Returns** - Report returns with valid reasons only. Invalid returns damage the program

What You Can Expect From Us

- **Quality Leads** - Real customers actively searching for financing
 - **Responsive Support** - Dedicated account manager for your dealership
 - **Training & Resources** - Ongoing training and best practice materials
 - **Fair Returns Policy** - Clear criteria for valid returns
 - **Performance Visibility** - Dashboard showing your lead metrics and performance
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Support & Resources

Dealer Portal

Access your lead dashboard, track performance, and manage applications.

Support Contact

Email: support@consumerauto.ca **Hours:** Monday-Friday, 9 AM - 5 PM EST

Training Materials

- Messaging templates and scripts
 - Objection handling guides
 - Best practices documentation
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Quick Reference

Contact Timeline

- **0-3 hours:** Optimal contact window
- **3-24 hours:** Follow-up phase
- **24-48 hours:** Final outreach
- **48+ hours:** Lead marked as no-contact

Data Collection Comparison

Factor	Apply-Now
Completion Time	2 minutes
Fields Collected	15+
Budget Range	300–800
Employment Data	Yes (extensive)
Address Info	Complete
Credit Rating	Yes
Lead Quality	Comprehensive

Success Tips

1. **Speed Wins** - Your first contact within 1-3 hours is the most critical factor
 2. **Inventory Matters** - Have vehicles ready that match customer preferences
 3. **Professional Tone** - Use the messaging guidelines consistently
 4. **Follow Up** - Multiple contact attempts increase success
 5. **Track Everything** - Log all interactions in the portal
 6. **Ask for Feedback** - Help us improve by reporting customer feedback
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ConsumerAuto Dealer Support support@consumerauto.ca Monday-Friday, 9 AM - 5 PM EST

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