

---

## THE ONE-MONTH SERVICE INCOME CHALLENGE PLAYBOOK

**30 Days. 1 Change. Measurable Results.**

---

### Welcome to the Challenge

You requested this playbook because you know the truth: your service department is leaving money on the table every single day. This isn't about adding staff, buying expensive tools, or overhauling your operations. This is about recovering revenue that's already yours—with zero extra marketing effort on your part.

**The Challenge:** Recover lost service income by at least 5% in 30 days using fully automated revenue recovery.

**The Reality:** Most dealerships are losing \$15,000-\$40,000 monthly in recoverable service revenue from three critical segments you already own.

---

### Where Your Money Is Walking Out the Door

#### Leak #1: Declined Service Customers (40-50% of your ROs)

Every customer who declined a recommended service and drove away represents lost profit. Industry data shows 60% of these customers never return. That's not customer preference—that's your marketing gap.

**What NaturalLead Does:** Automatically identifies every declined service from your DMS and deploys perfectly timed follow-up campaigns with service-specific offers that bring them back within 7-14 days.

#### Leak #2: Lost Customers (12+ Months Since Last Visit)

Your "lost customer" file grows every month. These aren't strangers—they're people who already chose you once and now service at competitors or independents.

**What NaturalLead Does:** Reactivates lost customers with targeted digital journeys tailored to their vehicle's actual service needs and lifecycle—automatically.

#### Leak #3: At-Risk Customers (Showing Defection Signals)

Customers who skip scheduled maintenance, ignore recall notices, or show declining engagement patterns are weeks away from defecting permanently.

**What NaturalLead Does:** Identifies at-risk patterns in your DMS and intervenes with retention-focused messaging before they're gone.

---

### **Calculate Your Exact Opportunity Before You Start**

Don't guess how much revenue you're losing—**know the exact number.**

Use the **Revenue Recovery Calculator** to quantify your specific opportunity across declined services, lost customers, and at-risk accounts:

<https://www.naturallead.com/post/revenue-recovery-for-service-departments-drive-retention-loyalty-and-absorption-rate>

For dealers with vehicles coming out of warranty, use the **Post-Warranty Revenue Recovery Calculator** to capture that critical transition period when customers are most likely to defect to independents:

<https://www.naturallead.com/post/how-to-capture-post-warranty-customers-automatically>

Most dealers discover they're hemorrhaging \$20,000-\$50,000 monthly in recoverable revenue. Your competitors have already run these numbers.

---

### **Why This Works (And Why It's Effortless)**

NaturalLead.com is a **fully automated revenue recovery platform** that integrates directly with your DMS. Here's what that means for you:

- ✅ **Zero Marketing Effort Required** — The system handles segmentation, campaign deployment, offer timing, and email outreach
- ✅ **No Staff Training** — Your service advisors simply handle the increased appointments; they don't manage campaigns
- ✅ **Measurable Attribution** — Every dollar is tracked back to specific campaigns so your controller can defend the ROI
- ✅ **Works Immediately** — Most dealers see increased RO count within the first 7-10 days

**Your ROI is incredible and your cost is negligible:** For less than \$500 a month, you get a system doing all the heavy lifting while you focus on delivering service.

---

### **The 30-Day Challenge Roadmap**

### **Week 1: Activation & Integration**

- NaturalLead integrates with your DMS (2-7 days)
- Platform identifies your three revenue leak segments
- First automated campaigns deploy to declined service customers

### **Week 2: First Recovery Wave**

- Declined service customers begin scheduling appointments
- Lost customer reactivation campaigns launch
- At-risk customer retention messaging deploys

### **Week 3: Momentum Build**

- Track RO count increase vs. baseline
- Measure customer-pay revenue growth
- System optimizes messaging based on early response data

### **Week 4: Results Validation**

- Calculate total attributable service revenue
- Compare against \$500 monthly investment
- Most dealers see 3-5x ROI by day 30

---

### **Supercharge Your Results: The Conquest Add-On**

The core program recovers **your existing customers**. But what about capturing **your competitors' customers** before they establish loyalty elsewhere?

**The Conquest Module** lets you add up to 2,000 same-badge owners in your PMA/DMA to your marketing mix for less than \$200 a month. These are owners who:

- Bought their vehicle elsewhere
- Live/work in your market
- Are actively servicing their vehicles (just not with you)

NaturalLead automatically targets them with brand-specific offers that convert them into your service customers.

---

## The 90-Day Guarantee That Removes All Risk

Here's the financial commitment: **Your 90-day investment would be \$1,500 and your minimum return is \$3,000.**

If NaturalLead doesn't deliver at least double your investment in attributable service revenue within 90 days, we refund 100% of your money. No pro-rating. No paperwork. No questions.

Dealers using the platform consistently report:

- Increased RO count month-over-month
- Stronger customer-pay revenue
- Absorption rates moving toward or exceeding 100%

---

## Why You Can't Afford to Wait

**Opportunity is like time—once that moment has passed, you will never get it back.**

Every day you delay:

- 15-20 of your declined service customers book elsewhere
- 10-15 of your lost customers establish loyalty with competitors
- 5-10 at-risk customers cross the defection threshold

Your competitors are looking at the same email right now. The first dealer in your market who activates NaturalLead locks in those customers permanently.

Before they calculate their opportunity, calculate yours:

**Revenue Recovery Calculator:** <https://www.naturallead.com/post/revenue-recovery-for-service-departments-drive-retention-loyalty-and-absorption-rate>

**Post-Warranty Revenue Recovery Calculator:** <https://www.naturallead.com/post/how-to-capture-post-warranty-customers-automatically>

---

## Your One-Month Challenge Starts Now

**Option 1: Core Program (Revenue Recovery)**

**Investment:** Less than \$500/month

**Target Segments:** Declined services, lost customers, at-risk owners

**Expected Result:** 3-5x ROI within 60 days

**Option 2: Core + Conquest (Market Domination)**

**Investment:** Less than \$700/month

**Target Segments:** All recovery segments PLUS up to 2,000 same-badge conquest owners

**Expected Result:** 5-7x ROI within 90 days

---

**Take the Challenge Today**

Email us at [admin@naturallead.com](mailto:admin@naturallead.com) or call us at **470-509-0008**.

Your service income is either growing or shrinking. What are you waiting for?

**NaturalLead Automotive**

Helping dealers recover lost revenue since 2023

[naturallead.com/autoservice](https://naturallead.com/autoservice)

---