



Dead Deal Reasons (Included in Net Deals)

- **Bought Elsewhere** - Customer purchased a vehicle from a dealership or seller outside of Kelley Automotive Group
- **Cross-Sell** - Customer Purchased from a different Kelley Automotive Dealership -OR- The Deal was sold under a different name/family member/business name
 - NOTE: Previously Reserved for Decatur Campus where a New Ford or CDJR vehicle is sold and no DMS integration is currently available
- **Due to Processes - DO NOT USE.** This is reserved for deals where the system automatically kills deals that do not have activity for 120 Days
- **Finance Declined** - Customer did not qualify for financing
- **Inactivity on Deal - DO NOT USE.** Manual Administrator cleanup reserved for deals with 14+ Days of no activity including notes, engagements, POWs, or next steps
- **No Agreement** - Dealership and customer could not agree to price or timing, or the customer goes dark
- **Old Deal - DO NOT USE.** Administrative Use Only to be utilized for system maintenance
- **Other - DO NOT USE.** These will be monitored regularly and SLCs will be required to provide explanation to assign an appropriate Dead Deal Reason

Dead Deal Reasons (Not Included in Net Deals)

- **Bad Contact Info** - Customer provided bad or inaccurate contact information that does not allow KAG to engage the customer on any channel
- **Bad Deal or ILM**
 - A non-sales, non-service, or non-parts related inquiry was submitted (Example: HR-Related Inquiries, SPAM Marketers, ETC.)
 - A duplicate deal originated by RouteOne Credit App that was not auto-merged and the original deal was delivered prior to a manual merge was completed
- **Dealer Purchase** - Dealer Purchase
- **Handraiser / Tradeshow** - The system inaccurately assigned a previously unknown Campaign Lead as an ILM (Internet Up) when it should have been a Campaign. Please Tag Tommy Dent in these leads to have the lead source added to campaigns
- **Service / Parts Lead** - Service or Parts Leads that are incorrectly submitted through sales channels
- **Test Lead** - Vendor or Administrator Test Leads for training or testing purposes
- **Transferred - DO NOT USE** for dead deal reasoning. This is reserved for deals the system automatically deads when transferring a customer's deal from Store A to Store B