GHOST

CASE FILE SNP-0000 / COMPETITIVE BUYER JOURNEY TRACE

GHOST Snapshot Report

One controlled, high-intent buyer journey through your sales process, and the same journey through three competitors. Every response time-stamped, scored and benchmarked.

SAMPLE

PREPARED FOR	BENCHMARK SET	OBSERVATION WINDOW	REPORT DATE
Client Dealership	Competitors A, B, C	7 days · Email + web lead	November 2026

EXHIBIT A / GHOST SCORE

The buyer raised their hand. Two competitors answered better.

A ready-to-buy shopper submitted the same web inquiry to Client Dealership and three competitors within the same hour. This is what each business did with it over the next 7 days.

CLIENT DEALERSHIP · GHOST SCORE

54/100

−11 vs. competitor average
−27 vs. category leader

Speed to lead	12/25
Personalization	16/20
Answered the question	13/15
Follow-up persistence	9/20
Asked for the visit	4/20

BENCHMARK · SAME SCENARIO

Category leader (Competitor A)	81
Competitor average (A, B, C)	65
Client Dealership	54

Rank: 3rd of 4 in the tested set

FINDINGS / REVENUE LEAKS

LEAK_01 · OBSERVED

2 h 51 m to the first human reply

Competitor A answered in 9 minutes, 19× faster. By the time Client Dealership replied, the buyer already had a price and two appointment times from A.

LEAK_02 · OBSERVED

Nobody asked for the appointment

None of Client Dealership's three messages proposed a visit or a test drive. The buyer was left to close the sale themselves.

LEAK_03 · OBSERVED

Follow-up stopped after Day 1

After the price sheet, the only contact was one templated "still interested?" email on Day 3. Days 4–7 were silent.

EST. REVENUE AT RISK

~$31K/mo

Illustrative estimate. It assumes 120 web leads a month, a 4-point lead-to-sale gap against the category leader, and $6,500 average gross per unit (120 × 4% × $6,500 ≈ $31,200). A real Snapshot uses the client's own lead volume and margins.

EXHIBIT B / CLIENT DEALERSHIP · EVIDENCE TRACE

The buyer journey has a paper trail.

Every touchpoint is logged to the second from the moment the inquiry is submitted (T+00:00:00). Full message copies are kept in the case file.

Persona · Pre-approved buyer, purchasing within 14 days

Channel · Website lead form → email

Ask · In-stock unit availability + trade-in value

10:02:14 AM DAY 0 · T+00:00:00	**Inquiry submitted**	Web lead on a specific in-stock vehicle. Asks whether it is available, what the trade-in is worth, and says they plan to buy within two weeks.	INQUIRY
10:02:52 AM T+00:00:38	**Auto-reply received**	Generic template. No vehicle, consultant name or response time given.	AUTOMATED
12:53:40 PM T+02:51:26	**First personal reply**	Sales consultant confirms the vehicle is available. The trade-in question goes unanswered. Closes with "let me know if you have any questions." No next step.	CRITICAL LEAK
1:20:05 PM T+03:17:51	**Buyer replies: price + trade-in**	Buyer asks for an out-the-door figure and repeats the trade-in question. Mentions that another dealer has already sent numbers.	BUYER
4:41:19 PM DAY 1 · T+30:39:05	**Price sheet sent**	Reply from the internet sales team with an attached price sheet. The competing offer is not addressed, no appraisal is offered and no visit is proposed.	NO NEXT STEP
– DAY 2	**No contact**		SILENCE
9:00:00 AM DAY 3	**Templated CRM follow-up**	"Are you still interested?" Sent automatically. Does not mention the buyer's questions.	AUTOMATED
– DAY 4 – DAY 7	**No further contact. Observation window closes.**		CRITICAL LEAK

FIRST HUMAN REPLY	PERSONAL TOUCHES	FOLLOW-UPS · 7 DAYS	APPOINTMENT ASKED
2h 51m	2	1	No

EXHIBIT C / SIDE-BY-SIDE · SAME BUYER, SAME SCENARIO

Same buyer. Four very different paths.

Each business got the same persona, the same vehicle class, the same questions and the same urgency, all within the same hour. Only what they did next was different.

BUSINESS	FIRST PERSONAL RESPONSE	PERSONAL REPLY	FOLLOW-UPS WITHIN 7 DAYS	ASKED FOR APPOINTMENT	GHOST SCORE
Competitor A Category leader	0h 09m	Yes	4	Yes · 2 times	81
Competitor B Regional group store	0h 47m	Yes	2	Yes	67
Client Dealership Tested business	2h 51m	Yes	1 (automated)	No	54
Competitor C Independent specialist	26h 10m	No	0	No	46
Competitor average	9h 02m	2 of 3	2.0	2 of 3	65

WHAT THE LEADER DID

Competitor A owned the buyer from minute nine

A named consultant answered both questions, gave a trade-in range pending appraisal and offered two specific test-drive times. Value-added follow-ups came on Days 1, 2, 4 and 6, including a walkaround video of the exact unit.

WHERE THE CLIENT LOST GROUND

Competitive on product, behind on process

Client Dealership's replies were accurate and polite, and it scored second-best on personalization. The points were lost on speed, on never asking for the visit, and on going quiet after Day 1.

Personal reply = a message written by a person that refers to the buyer's actual request (auto-replies and templates don't count). A follow-up = any contact the business starts after its first reply. The GHOST Score weights speed to lead (25), personalization (20), completeness (15), follow-up persistence (20) and asking for the next step (20).

EXHIBIT D / PRIORITY FIXES

Five fixes. No new leads required.

These are ranked by expected score lift. Each one maps to a leak in the evidence trace and can be checked in the re-test.

FIX_01

Set a 15-minute first-response standard for web leads

Assign one owner per lead in business hours, and escalate to a manager automatically at 15 minutes. Use the 9-minute leader as the benchmark, not the 2 h 51 m baseline.

Speed to lead
Up to +10 pts · Leak_01

FIX_02

End every first reply with two specific appointment times

Ask "Would Thursday at 5:30 or Saturday at 10:00 work for a test drive?" instead of "let me know if you have questions." Never leave the buyer to close the sale.

Next step
Up to +12 pts · Leak_02

FIX_03

Run a 7-day follow-up cadence written by a person

Touch the lead on Days 0, 1, 2, 4 and 7, and make each message add something new: a video of the unit, a trade-in range, a financing option. Retire the generic "still interested?" template.

Follow-up
Up to +9 pts · Leak_03

FIX_04

Answer every question the buyer asks, especially trade-in

Give a trade-in range pending appraisal, and when the buyer mentions a competing offer, respond to it directly. Unanswered questions show the buyer you weren't really listening.

Completeness
Up to +2 pts · Trust

FIX_05

Make the auto-reply useful

Name the exact vehicle and the consultant, and say when the buyer will hear back. An auto-reply that sets an expectation buys time. A generic one doesn't.

Personalization
Up to +3 pts · First impression

30-DAY RE-TEST

Check the fixes with a second buyer trace

About 30 days after the fixes go in, GHOST runs the same scenario again against the same competitors. The improvement shows up in the evidence, not in a status meeting.

YOUR NEXT CUSTOMER IS ALREADY COMPARING YOU

See what your buyers experience

Built for any business where one lost inquiry is worth thousands: automotive, private healthcare, premium home services, venues and other high-ticket sales teams.

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