# Consistency Beats Intensity: The 30/60/90-Day Recovery Cadence

**Sales Process · Greenlight Insights**

Most dealerships that try to recover declined leads make the same mistake: they follow up hard for a week, then go silent. It feels productive — lots of activity, lots of calls. But it's exactly backwards.

The customers who come back aren't won by intensity. They're won by consistency. And that changes how you should structure follow-up entirely.

## Why the burst-then-silence pattern fails

Picture a customer declined for financing because their credit score is 40 points short. Their path back is a two-to-three-month credit-improvement journey. Now picture the typical dealership follow-up: four calls in the first week, then nothing.

Those four early calls are worse than useless. Nothing has changed in week one — the customer's credit hasn't moved, so there's nothing relevant to say. The calls feel like pestering. And then, right when the customer is actually making progress and *would* welcome a check-in — month two, month three — the dealership has gone silent. By the time the customer is approvable, they've forgotten which store said they'd help, and they buy wherever they happen to be shopping.

Intensity front-loads effort into the window where it can't help and abandons the window where it matters. It's effort in exactly the wrong shape.

## The cadence that works: one purposeful touch every 30–45 days

The pattern that recovers declined customers is steady, relevant presence over the full recovery window. As a rule of thumb: **one purposeful touch every 30 to 45 days outperforms aggressive short-term outreach followed by silence.**

The word that matters is *purposeful*. This isn't "just checking in" on a schedule. Each touch is tied to the customer's actual recovery path:

**Day 30:** A check-in on the specific trigger. "You were working on getting your credit utilization down — how's that going? Here's what the next step looks like." Relevant, helpful, forward-looking.

**Day 60:** A progress-and-milestone touch. "You're getting close to the score range we talked about. Let's start lining up what you'll need for re-application." The customer feels momentum.

**Day 90:** The re-evaluation. "Based on where you are now, it's worth taking another look at approval. Let's get you back in." The payoff of the whole cadence.

Between those, lighter touches — an encouraging note, a heads-up on a relevant lender program, a milestone acknowledgment — keep you present without pestering.

## Why consistency signals what intensity can't

There's a psychological reason consistency wins, and it's worth naming. **Consistency signals commitment. Silence signals indifference.**

A customer who hears from you steadily, relevantly, over three months learns something: this dealership actually meant it when they said they'd help. That's rare. Most stores said no and moved on. The one that stayed present becomes the one the customer trusts — and trust, at the moment they finally become approvable, is what determines where they buy.

A burst of calls followed by silence signals the opposite. It says the dealership was chasing a quick close, and when it didn't materialize fast, they lost interest. The customer draws the obvious conclusion and takes their business to whoever stayed in touch.

## Relevance is what makes consistency sustainable

Here's the subtle part. Consistency only works if each touch is *relevant* — and relevance requires knowing each customer's specific decline reason and recovery trigger. A generic "checking in" every 30 days becomes noise. A check-in tied to the exact thing the customer is working toward becomes valued.

This is why the cadence can't be separated from diagnosis. You documented *why* the customer was declined and *what* would change that. The cadence is simply staying present against that specific path. Relevant outreach builds trust; random outreach erodes it.

## Why this is nearly impossible to sustain manually

Now scale it. A dealership isn't recovering one declined customer — it's recovering dozens or hundreds, each at a different point in a different 30/60/90-day journey, each needing a relevant touch at the right time.

Holding that in a spreadsheet or someone's head is where recovery breaks down. Who's due for a day-60 touch this week? What was customer X's specific trigger? Did anyone follow up with the twelve people who hit their milestone last month? When the floor gets busy — and it always does — the cadence is the first thing to slip. And a cadence that slips is just the burst-then-silence pattern in slow motion.

This is the core reason declined-lead recovery fails at most dealerships. Not because anyone doubts consistency works, but because *sustaining* consistency across a large, staggered set of customers is genuinely hard to do by hand.

## Making the cadence automatic

The solution is to take the cadence off human memory. A system that knows each customer's decline reason, trigger, and position in the timeline can surface the right touch at the right moment — or send it automatically — so consistency doesn't depend on anyone remembering. The dealership stays present with every recovering customer, and the cadence never slips when things get busy.

That's the difference between recovery as a good intention and recovery as a reliable revenue channel.

## The bottom line

Declined-lead recovery is won by consistency, not intensity. One purposeful, relevant touch every 30 to 45 days — tied to each customer's specific path back to approval — outperforms a burst of calls followed by silence. Consistency signals the commitment that earns the customer's trust and, eventually, their business.

The pattern is simple. Sustaining it across many customers is the hard part — which is exactly why the dealerships that systematize the cadence win the recovery that others let slip away.

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**Recovery that never slips.** Greenlight automates the 30/60/90-day cadence so every declined customer stays engaged — hands-free. See what that's worth at your store: **app.greenlightrecover.com/roi**

*Related reading: The Declined Lead Recovery Playbook (Chapters 9, 11) · "How to Turn a Car Loan Decline Into a Future Sale."*