PRD: Lead-based Seller Central

Apr 3, 2026 · @David

Summary

Seller Central will lead with qualified buyer leads instead of traffic and staff activity. The first thing a brand sees becomes who asked, for which model, whether we reached them, and what happened next.

In brand meetings since mid-March, every conversation came back to one question: "So how many customers can you bring us?" Traffic charts and staff-usage numbers don't answer it. This change makes that answer the product, and sets up charging brands per qualified lead.

Decision: start the redesign this month. Traffic moves to Reports; leads move to the front.

Problem and evidence

The current Seller Central proves visitors, not customers, so brands can't justify paying for it.

What brands told us (meetings since mid-March):

- They liked it: the first tool showing performance beyond paid Facebook posts, promotions that stay visible, and reliable current prices.
- They compared our traffic with the couple of hundred thousand people their Facebook ads reach. On raw reach, we lose every time.
- Every meeting ended on the same question: "So how many customers can you bring us?"

Why the current views fail:

View today	What it measures	Why it doesn't sell
Traffic dashboard	Impressions, views, clicks per model	Invites a reach comparison with Facebook that we can't win
Staff activity	Whether dealership staff use Seller Central	Brands aren't concerned with it; it shows use of the tool, not customers

View today	What it measures	Why it doesn't sell
Monthly report	Overall visits and page views for the brand, its model listings and promotions	Just numbers that don't help a brand decide to work with us: the traffic looks small next to Facebook, and it doesn't answer the only thing they want to know, how many customers Carmate brings them

The gap: buyers already ask about specific models and promotions, but those enquiries aren't captured, tracked or shown to the brand.

Goals and success metrics

One number decides success: **qualified buyer leads delivered to brands per week.** Everything else either feeds it or protects it.

Metric	Type	Definition	Target
Qualified leads delivered per week	North Star	Leads meeting the definition below, sent to a brand	Set after a 4-week baseline
Check Offers presses	Input	Buyers who start an enquiry on a model or promotion page	Grows with organic traffic
Form completion rate	Input	Presses that become a submitted lead	Baseline first; fix failed attempts, not curious visitors
Contact rate	Guardrail	Leads we can actually reach by phone or Telegram	Stays high as volume grows
Brand response time	Guardrail	Time from lead to first contact by brand staff	Under 24 hours
Leads that visit or buy	Outcome	Brand-confirmed showroom visits and sales	Collected monthly with each brand

Goals for this release:

1. Every model and promotion page captures enquiries.

2. Brands see leads first, not traffic.
3. The monthly report shows leads and where they came from.
4. By the end, one brand has results clear enough to be asked to pay per lead.

Users and stakeholders

Three groups use this directly, but none of them decides whether to pay. The brand's marketing manager takes it to the brand's Cambodia head, who then needs confirmation from the brand's regional HQ. The results must be clear enough to travel up that chain.

Who	Role	What they need
Buyers	User	A quick way to ask for the best offer on a specific model, without a long form
Brand sales staff	User	New leads fast, on Telegram and in the inbox, with the model and phone number ready to call
Brand marketing manager	User and champion	Proof of customers they can present to their Cambodia head
Brand Cambodia head	Decision maker	A clear case for paid cooperation, in results, not traffic
Brand regional HQ	Final approval	Confirmation that the spend brings customers, in terms they can compare with other channels
Carmate team	Operator	Check leads, follow up, and see which brands respond
Co-founder, finance	Stakeholder	A path to revenue per lead, and costs that stay small

What counts as a qualified lead

A lead counts only if a brand would agree it's a real buyer. This is a proposal; each brand signs off on it before launch, because it will become the unit we charge for.

A qualified lead is:

1. **A real person:** a name and a valid Cambodian phone number that passes the phone check.
2. **Reachable:** answers a call or replies on Telegram within 48 hours.

3. **Specific:** asking about a named model, trim or promotion, not just "cars".
4. **New:** not the same person and model within the last 30 days.

A lead that fails any of these still appears in the inbox, marked as not qualified, and is never counted or billed.

Why it matters: in a market where filling in a form online is still new, many people press Check Offers out of curiosity. The form filters them out; this definition makes sure brands only pay for the serious ones.

Requirements

Must-haves capture, deliver and report leads; everything else waits until a brand has seen results.

Priority	Requirement	User story
Must	Check Offers and test-drive forms on every model and promotion page	As a buyer, I can ask for the best offer on the exact car I'm looking at.
Must	Phone-number check on the form	As a brand, I only get numbers that can be called.
Must	Mobile-responsive Lead Inbox with statuses: New, Follow-up needed, Contacted, Lost, Archived	As brand sales staff, I see every lead and what's left to do, on my phone, wherever I am.
Must	Telegram alert to the brand for each new lead	As brand sales staff, I hear about a lead in minutes, not when I log in.
Must	Lead source and page on each lead (website form, Telegram, which page)	As a brand manager, I know what brought the buyer in.
Must	Dashboard leads first: new leads, response time, incoming leads; traffic moves to Reports	As a brand manager, the first screen answers "how many customers?"
Must	Monthly report leads first, bots filtered from every number	As a brand manager, I get numbers I can trust and forward.
Should	Test-drive date on the lead	As sales staff, I can book the showroom visit.
Should	Outcome per lead: visited, bought, not interested	As Carmate, we can show brands their own results.

Priority	Requirement	User story
Could	Price per lead and a monthly lead invoice	As Carmate, we can charge once a brand agrees.
Could	Save a car without filling in the form	As a curious buyer, I can come back later.

Out of scope

These stay out of this release so the team ships the lead loop first:

- Online payment or automatic billing (manual invoice only, once a brand agrees).
- Integration with brands' own CRMs; Telegram and the inbox are enough to start.
- Used-car and dealer leads; this release is for official new-car brands.
- New traffic or staff-activity features; existing charts stay in Reports as they are.
- Paid advertising to buy buyer traffic.

Risks and open questions

The biggest risk isn't building it; it's whether a brand will pay for what it delivers.

Risk	Question	How we reduce it
Value	Will buyers use Check Offers, and will brands value the leads?	Track presses and completions from day one; deliver the first leads by hand to one brand
Usability	Can buyers finish the form, and will brand staff use the inbox?	Short form, phone check with clear errors; a mobile-responsive inbox so staff see leads on the fly; Telegram alerts so they don't need to log in
Feasibility	Can two people build and run it?	Reuse the existing listing and promotion pages; no CRM integration
Business viability	Will a brand pay per lead, at a price that covers our costs?	Show one brand a month of its own results, then ask; model price × leads × brands before building billing

Open questions:

- [ ] Does each brand agree to the qualified-lead definition?
- [ ] Who at the brand confirms visits and sales each month?
- [ ] What price per lead would a brand accept?

Launch plan and measurement

Ship the smallest lead loop to one brand first, and only widen it when that brand sees results.

1. **Capture:** Check Offers and test-drive forms live on every model and promotion page, with the phone check and bot filtering. Measure presses, completions and contact rate for 4 weeks as the baseline.
2. **Deliver to one brand:** every lead goes to its sales staff on Telegram and in the Lead Inbox. Carmate follows up each week: did they call, did the buyer visit, did they buy?
3. **Show results:** after a month, a leads-first report in the brand's own terms, for example "We sent you 15 buyers for the Ti7. You reached 9, and 2 bought."
4. **Ask to pay:** propose a price per qualified lead. Gate: one brand agrees before anything else is built.
5. **Scale:** roll out to other brands, then build billing and the remaining Should and Could items.

Weekly review: qualified leads delivered, contact rate and brand response time, reviewed every Monday. A drop in contact rate or slow brand responses stops new features until fixed.