

Creating a cohesive follow-up strategy keeps potential clients engaged during the sales process and boosts close rates.

Prospecting Leads



Follow-up and Nurture

Compelling Voicemails

- 20 to 30 seconds
- Add relevance
- Pose a question
- Leave a number
- Follow up with email

Effective Emails

- 50 to 125 words
- 3 to 4 word subject
- 1 to 3 questions
- Regular intervals
- Add value every time

Nurturing Ideas

- Quarterly newsletter
- Monthly trends
- Industry updates
- Events or engagements
- Offers and promotions

On average, prospects receive 10 “touches” before they become a “sold” customer.