

Steps in an Effective NURTURE STRATEGY

- Call prospect **within 5 min** of receipt
- Leave generic voicemail with your name and number only
- Send follow-up email from your saved sales templates
- Call **2 more times** - once mid day and once at the end of the day.

DAY
1



DAY
2

- Call prospect **once in the morning**. **Don't leave a voicemail.**
- Call prospect again after 1pm. **Don't leave a voicemail.**

DAY
3

- Call prospect **only once today**.
- Leave voicemail, but leave most of sales details out.



DAYS
4 - 5

- Call prospect **only once per day**. **Don't leave any voicemails.**

NOTE Calling Thursday after 1:30pm is the best time to call.

- Reach out via call or email **1-3 times weekly**.
- Make sure to come up with a regular plan to **provide value** weekly, monthly, quarterly.

Weekly

