

Lead Calling

First thing to remember is that potential clients are signing up from an ad...
They expect to be called.

We want to call the leads within one hour of them signing up, then 2 times throughout the following 7 days.

Additionally, some people have Do Not Disturb mode on, so we want to double dial.

Once we have a conversation with them we can update the outcome in the CRM (opportunities)

If after the 3 calls the potential client doesn't pick up we can move it to Unqualified or Lost.