

Sales Lead Follow-Up Process Checklist

Use this checklist as you follow up with ‘elusive’ federal buyers. No matter which day you first reach out to them, start this process on a Monday so it is easy to follow my guidance.

“You’ll worry a lot less about what people think of you, when you realize how seldom they think of you.”

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1 2 3 4 5	6 7 8 9 10	11 12 13 14 15	16 17 18 19 20	21 22 23 24 25	26 27 28 29 30
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- Day 1 (9AM) Initial voicemail
- Day 1 (1PM) Email follow-up to VM
- Day 3 Email follow-up
- Day 5 Voicemail follow-up
- Day 6 (7AM) Email follow-up
- Day 8 Voicemail follow-up
- Day 10 Email follow-up
- Day 11 (8AM) Voicemail follow-up
- Day 13 Email touch base
- Day 16 (7AM) Email follow-up
- Day 19 Voicemail follow-up
- Day 21 (8AM) Voicemail follow-up
- Day 25 Email follow-up
- Day 27 (7AM) Email follow-up
- Day 29 Voicemail follow-up

REMEMBER!

Think About Your Buyer

- Lot of work distractions
- Dealing with personal issues

Think About Yourself

- Delays are not personal
- Assume buyer has good intentions
- “Accentuate the positive”
- Be patient
- Be persistent
- Be professional
- Be kind
- Be courteous