











DAY	ACTIONS	Touches	Notes	
Day 1	  1 2	1 Auto generated email 2 Phone call from territory rep <ul style="list-style-type: none"> Introduce yourself Brochure is on its way 	<ul style="list-style-type: none"> Customer visits our website & completes the "Information Request" form A "Thank You" message appears on their screen An Auto generated email is sent Phone call is made 	
~ Day 3-6 This varies based on location	 3	3 Brochure is received	<ul style="list-style-type: none"> Customer receives brochure, postcard & notecard sample 	
~ Day 5 5 days from the day the you recv'd the lead	 4	 5	4 Phone call <ul style="list-style-type: none"> Your brochure should have arrived Ready to help make this as simple & successful as possible for you. 5 Email (Template #1)	<ul style="list-style-type: none"> Call to contact Email to contact
Day 12 1 week after previous touch	 6	 7	6 Phone call <ul style="list-style-type: none"> When are your decisions made I'm really excited by X new product Is there someone else I should contact If we have an incentive mention it now 7 Email (Template #2)	<ul style="list-style-type: none"> Call to contact Email to contact
Day 19 1 week after previous touch	 8	8 Phone call <ul style="list-style-type: none"> What questions can I answer Sell the program again 	<ul style="list-style-type: none"> Call to contact 	
Day 20 1 day after previous touch	 9	9 Email <ul style="list-style-type: none"> Many templates available on website 	<ul style="list-style-type: none"> Email to contact 	
Day 30 10 days from previous touch	 10	10 Phone call to the school. Leave a message for PTA explaining what we do.	<ul style="list-style-type: none"> Call to contact <p>Based on the time of year, calendar out additional touches 6 to 8 weeks.</p>	