

KEY STEPS FOR A GREAT FOLLOW-UP CALL





ASK FOR PERMISSION

You're not expecting my call -
Do you mind if I take a quick
minute to explain why I'm
calling?



REFER TO KEY INDICATOR

Last year you showed interest in
{{ Company Name }}.



ONE-LINER EXPLAINER

A quick one-liner to remind the prospect of the product & its benefits.



SET THE MEETING

"I'd love to set up a meeting for you with {{Name}}, our product specialist. Would this time tomorrow work for you?"

