



SAMPLE OUTREACH SCHEDULE

DONE	ATTEMPT	TIME FRAME	WHAT	HOW
<input type="checkbox"/>	1	DAY 1	EMAIL MESSAGE - INTRODUCTION AND SETTING STAGE FOR FUTURE CORRESPONDENCE	EMAIL USING A PROGRAM THAT CAN TRACK IF EMAIL WAS OPENED
<input type="checkbox"/>	2	7 DAYS LATER	ATTACH OR INCLUDE WHITE PAPER #1 THAT PROVIDES VALUE TO YOUR PROSPECT	EMAIL
<input type="checkbox"/>	3	7 DAYS LATER	WHITE PAPER #2 THAT PROVIDES ADDITIONAL VALUE TO YOUR PROSPECT WITH HANDWRITTEN COVER NOTE	HARD COPY MAIL
<input type="checkbox"/>	4	7-10 DAYS LATER	"HOPE YOU'VE BEEN FINDING VALUE IN THE MATERIALS SENT SO FAR" – PROVIDE HEADS-UP ON PRESENTATION LINK THEY WILL RECEIVE	PHONE
<input type="checkbox"/>	5	3-7 DAYS LATER	EMAIL PRESENTATION LINK WITH INVITATION TO ATTEND	TRACKING EMAIL
<input type="checkbox"/>	6	3 DAYS LATER	PRODUCT SHEET WITH MESSAGE OF HOW CUSTOMERS ARE USING THE PRODUCT IN VARIOUS WAYS - COVER LETTER, PRODUCT SHEET, & COMPANY NOTEPAD OR OTHER BRANDED TRADE SHOW GIVEAWAY	MAIL
<input type="checkbox"/>	7	6 DAYS LATER	INVITATION TO SCHEDULE 20-MINUTE REVIEW W/ ATTACHED PPT (POWERPOINT) OR SAY THAT "I'LL GO AWAY."	MAIL PRINTED INVITATION USING COMPANY NOTECARDS OR SEND INVITE BY EMAIL
<input type="checkbox"/>	8	7-10 DAYS LATER	CONFIRM YES/NO ON INVITATION TO REVIEW/DISCUSS PPT	EMAIL
<input type="checkbox"/>	9	3 DAYS LATER	WHITE PAPER #3 - " AGAIN PROVIDING VALUE TO YOUR PROSPECT (CAN BE USED EITHER WAY - IF THEY HAVE NO INTEREST IN PPT OR AS FOLLOW-UP TO THE PPT DISCUSSION)	PACKAGE BY MAIL
<input type="checkbox"/>	10	10 DAYS LATER	"WISHING YOU ALL THE BEST" PLUS ONE OF 2 OPTIONS – "THANKS ANYWAY. IF YOUR NEEDS CHANGE IN THE FUTURE, PLEASE CALL ME" OR IF TIMING ISN'T RIGHT: "WILL CHECK BACK IN A FEW MONTHS."	TRACKING EMAIL

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