

Cris Chico's Follow Up Strategy

Prospect package to send after contacting seller:

- Thank you/follow up letter with offer
- Two benefits letters
 - How we can benefit you....
 - How we are better than the competition...
- Two copies of a contract with an offer

Follow up letters – 30/60/90 days

Follow up calls from VA – 45/75/105 days

(all automated within CRM)

Follow up is key.

