

The **New** Rules of Engagement

10 Savvy **Practices** for Effective Follow-Up in 2020

Robocallers have ruined it for us all. Unknown callers are getting sent straight to voicemail, so the Rules of Engagement have changed forever. Luckily, **text messages** are not affected by the new unknown caller features, giving you the best opportunity to engage and convert new prospects.

Use these **New Rules of Engagement** to grow your business by following up via **TEXT** message.

1 **Get Permission**

When sending text messages, your prospect should always go through an "opt-in" process before you begin your communications.

2 **Honor Requests**

Respect your prospects. The conversation should feel like a natural two-way exchange. If they express a desire to end the communication, honor that request.

3 **Communicate Promptly**

Reply to texts or inquiries within 5 minutes to ensure your lead feels valued and respected.

4 **Keep it Short**

For a marketing campaign, keep each message short and direct.

5 **Keep it Simple**

Content should be concise and easy to digest. You want to engage your prospect without overwhelming them.

6 **Make it Clear**

Be specific and provide a clear call-to-action.

7 **Pre-Qualify**

Use this as an opportunity to ask your lead a series of questions to determine whether you're the best person to help them achieve their goals.

8 **Be Over-Prepared**

Use pre-populated content (templates) designed to deliver value. Pre-populated content also allows you to respond faster during conversations.

9 **Confirm Communications**

Confirm every communication from your lead. For appointment setting always be sure to confirm the time, date, and location to avoid any miscommunication.

10 **Stay in Touch**

Whether new prospect or past client, nurturing your relationship is the key to your next deal.

Don't Let Prospects Fall Through the Cracks

Can't find the time for follow-ups? **SavvyISA™** was designed to save you time and convert more leads. Within 2 minutes of a lead being submitted, one of our US-based sales reps will reach out to your prospect via text message to begin scrubbing, qualifying, and appointment setting on your behalf. To learn more, call or email us today.

 (727) 502-6012

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Want to learn more about capturing leads, improving prospecting, streamlining marketing, and empowering your referral networking?



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