

LEAD PROTOCOL

contacting leads

1

As soon as the lead comes in:

1. Auto text
2. Call and leave a voicemail
3. Send email

2

1 business day after the lead comes in:

1. Follow up with a personal text
2. Call and leave a voicemail
3. Send email

3

2-3 business days after the lead comes in:

1. Follow up with a personal text
2. Call and leave a voicemail
3. Send email



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