

LINKEDIN (AVALANCHE):

- Connections Requested
- Messages Sent
- Bookings Made By Avalanche/Coach

TELEMARKETING:

- Targeted Data Collection*
- Call Scripts Used
- Booking Made on the Phone or Email

NETWORKING:

- General networking/bold call conversation completed
- Interview suggested
- Call booked



ESTIMATED RESPONSES TO ABOVE STRATEGIES

Direct Calendar Booking
(Coach/Ava)

Call To Discuss Booking
(Coach)

Send Info Email
(Coach)

Send Newsletter Template
(Coach)



Send Interview Confirmation email including zoom info + calendar invite if not sent
(Coach)



Send Reminder Email/Do Reminder Call 24 hours before The Interview
(Coach/BDE/CPA)



Video Edit
(Coach/BDE/CPA)



Complete Interview!
(Coach/BDE/CPA)



Follow Up Consistently With Value
(Coach/BDE/CPA)



Youtube Upload
(Coach/BDE/CPA)



Strategy Session Booked
Send Strategy Session Confirmation
(Coach/BDE/CPA)



No strategy session booked. Add to follow up Database
(Coach/BDE/CPA)



Social Media Share (Tag prospect business and personal profile)
(Coach)



Strategy Session Completed
(Coach)



No DIAG
Follow Up Database



DIAG BOOKED (COACH)