

# Mastering Inside Sales

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Session 16: Calling Older  
Leads and How to  
Follow-Up

## Your Coach(es)

Anna Krueger

[mapscoachanna@gmail.com](mailto:mapscoachanna@gmail.com)

Please reach out if you have questions regarding the content of the course. If you have administrative questions about your client portal, billing or access, please reach out to [fasttrack@kw.com](mailto:fasttrack@kw.com) or (512) 439-8684.

### Guidelines:

1. Join MAPS on Facebook to stay up to date on all MAPS events and programs:  
[mapscoaching.com](http://mapscoaching.com)
2. Only paid participants may listen and contribute.
3. To ask a question you may type your questions into the “Questions” Box.
4. If you would like to speak on the call, click on the hand icon located on your dashboard and the coach will call on you when possible.
5. Complete all assignments prior to call.
6. Be PREPARED!

## Notices:

### General

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- calculation of agent compensation;
- evaluation of a Market Center's financial results;
- agent productivity strategies; and
- estimates of return on investment.

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### Telemarketing

**WARNING!** You must comply with the Telephone Consumer Protection Act (TCPA) and any other federal, state or local laws, including for B2B calls and texts. Never call or text a number on any Do Not Call list, and do not use an auto dialer or artificial voice or prerecorded messages without proper consent. Contact your attorney to ensure your compliance.

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**2. If you do have excellent call history notes:**

- a. Do a \_\_\_\_\_ scan – situation may be different, read \_\_\_\_\_
- b. Reference most recent

**3. Basic tips either way:**

- a. And \_\_\_\_\_ list
- b. What is the benefit of \_\_\_\_\_?
- c. What would \_\_\_\_\_ for you to...
- d. Think of it like a \_\_\_\_\_ (football field) – get them to move forward

**IV. Managing Database**

1. Start with \_\_\_\_\_ first
2. Most \_\_\_\_\_ on site
3. \_\_\_\_\_ days strategy (do not read all notes!)
  - a. Assign appropriate \_\_\_\_\_
  - Or
  - b. Put in bucket after \_\_\_\_\_
4. \_\_\_\_\_ a task, \_\_\_\_\_ a task
5. \_\_\_\_\_ in the tasks

## Money – Making Ideas

Always, Always, ALWAYS set a task with notes!

1. Differentiate \_\_\_\_\_ notes
  
2. As if out \_\_\_\_\_
  
- 3. Email Campaigns**
  - a. \_\_\_\_\_
  - b. Facts about the team
  - c. Typically \_\_\_\_\_
  
- 4. E – Alerts**
  - a. E-alerts never \_\_\_\_\_
  - b. E-alerts ideal \_\_\_\_\_ unless otherwise told
  - c. Keep general until \_\_\_\_\_

## Preparation for Next Week

### 1 MY AHA'S

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### 2 ASSIGNMENTS

1. Call your no-shows and remind of motivation
2. Prioritize leads based off today's training
3. Create priority notes here on out!