

P
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Same Day



Watkins sends
Thank You email



Research
the lead



Call the
lead



Send Initial
Email



Send Initial
Postcard

7 Days Later



Call the lead –
based on 1st call



Send 2nd Email

14 Days Later



Send something
special

21 Days Later



Send 2nd
Postcard

28 Days Later



Send 3rd
Postcard

35 Days Later



Send 3rd Email

Quarterly



Add to Monthly
Promo Mailing

Hot Spring – Build Your Own Lead Follow-up Plan

I've Got a Lead – Now what?

- The importance of having the “human touch” during the first 30 days of follow-up
- Make sure you are listening and responding to the leads needs
 - o Use the information inside Salesforce to help craft your follow-up
 - What form did they fill out?
 - Did they mention a model of interest?
 - What is their timeframe for purchase?
 - o Look at their LinkedIn Profile
 - What is their profession?
 - Don't call out what they do, but use this information to craft your message
 - i.e.: Someone who is a Mechanic – talk about our products being built to last, factory trained technicians, soothing relief after a long day on your feet, etc.
- Be sure to ask the lead how they like to shop – online, over the phone, in person
- Goal is always to get them to ***engage*** with you – so you can craft a custom plan NOW!

The Manual 30

- 10 points of contact over the first 30 days
- This 30 day process is for leads that ***are not engaging*** with you.
- If a lead engages with you, customize your follow-up on “threads of engagement.”
- If during engagement they fall silent, put them back on the manual 30... DON'T STOP!

Lead Follow-Up Process

Day 1

1. Research Lead – Same Day
2. Change Status
3. Call Lead – faster the better – have a plan for person and voicemail
 - a. 8am – 8pm
 - b. 7 days a week
4. Email 1 – ASAP (“Info you requested”)

Day 2

1. Postcard

Day 7

1. Email 2 – video option
2. Call Lead

Day 14

1. Send something special
 - a. Duck include coupon around neck
 - b. Frisbee with logo
 - c. Sunglasses

Day 21

1. Postcard #2
2. Email #3

Day 28

1. Call Lead – “touch base ... helpful info ... unanswered questions?”

Day 30

1. Email

Your Next Steps:

- By when will your path be done?
 - Identify when/where - block off 1 hour daily to dedicate to lead follow-up.
 - Decide what will be the “Something Special” you will mail out
- How will you track / remind / carry out?
- What do I need? (Order postcards & gather the something special?)
- Run process for next 90 days – re-evaluate, what isn’t working – refine as needed

Email 1

Have an email for:

Brochure Request, Buyer Zone, Quote Request

- Introduce
- Ask a question
- Include Bio
- Contact information

Brochure Request – Email 1

Re: Responding to Your Hot Spring/Hot Spring Spas Brochure Request

My name is _____, and I am with _____ here in _____, your local Hot Spring/Hot Spring Spas retailer.

I received your request for a brochure. [Click here](#) to view our online brochure. If you would prefer a hard copy, please let me know and I will get one out to you ASAP.

One of the most important questions I have is, **how do you prefer to shop** - Online? Or would you like to set up a time to come to our showroom and take a look? Let me know what works best for you and we can set up a time to show you all Hot Spring Spas has to offer.

You can reach me by either responding to this email, or at my contact info below. I have also attached a little bio about me so you can see who you are talking to. 😊

I look forward to helping you find the perfect hot tub!

Name

Dealership #

Cell Phone

Quote Request – Email 1

My name is _____, and I am with _____ here in _____, your local Hot Spring/Hot Spring Spas retailer.

If list a model of interest:

I received your price request for the _____. This model ranges from \$\$ - \$\$\$\$. I would love to be able to put together a more accurate quote for you and just have a couple of questions. Let me know when would be a good time for you to connect.

If don't list a model of interest:

Our hot tub models cover a wide range from \$ - \$\$\$\$\$\$. I would love to be able to put together a more accurate quote for you and just have a couple of questions. Let me know when would be a good time for you to connect.

Also, one of the most important questions I have is, how do you prefer to shop - Online? Or would you like to set up a time to come to our showroom and take a look? Let me know what works best for you and we can set up a time to show you all Hot Spring Spas has to offer.

You can reach me by either responding to this email, or my contact info below. I have also attached a little bio about me so you can see who you are talking to. 😊

I look forward to helping you find the perfect hot tub!

Name

Dealership #

Cell Phone

BuyerZone – Email 1

My name is _____, and I am with _____ here in _____, your local Hot Spring/Hot Spring Spas retailer.

I received your quote request from BuyerZone and see you are interested in a new hot tub. That's fantastic, your timing couldn't be better!

In order for me to provide you with the quote that you requested, let me know when would be a good time for you to connect.

Also, one of the most important questions I have is, **how do you prefer to shop** - Online? Or would you like to set up a time to come to our showroom and take a look? Let me know what works best for you and we can set up a time to show you all Hot Spring Spas has to offer.

You can reach me by either responding to this email, or my contact info below. I have also attached a little bio about me so you can see who you are talking to. 😊

I look forward to helping you find the perfect hot tub!

Name

Dealership #

Cell Phone

Postcard 1 & 2

- Short and Simple
- Personal
- Affirm
- Reference one thing you have found out about them through the call or email – i.e. I know the _____ (model) will be a great fit for you.

Example 1: Hello, so excited you are interested in a hot tub! Looking forward to helping you find the perfect one.

Example 2: Thinking about you... have a couple of interesting options...

Email 2

- Dealership Bio

Copy:

i.e.: Started in ____ XYZ Pools is a third generation family owned and operated business that here in _____, _____. From our humble beginnings, we have grown to a world class, fully stocked experiential showroom.

We pride ourselves on having in stock inventory, Factory Trained Technicians and knowledgeable hot tub staff.

Customers have many questions about their hot tub project no matter what brand they buy. I challenge you to stump me with your hot tub question.

I look forward to helping you pick the perfect hot tub!

Name

Dealership #

Cell Phone

OR

Video – keep under 20 seconds so you are still able to send in an email

- Bio
- Or*
- About the model they are interested in

Email 3

- Hot Tub Cost – give a range

Copy:

Subject Line: You should be here

Lifestyle Image of Hot Tub

We are proud to offer new hot tubs from \$\$ - \$\$\$.

Call 3

- Checking in
- Possible helpful item/idea (regardless if they buy from you!)
- What questions can you answer for them?

Email 4

- Planning resources
 - Local vendors
 - Deck Builders
 - Electricians

Copy:

As you continue down your hot tub journey, I wanted to give you a couple of resources that may be helpful.

Here's are a couple of our favorites:

- Electrician contact info
- Deck Builders contact info

Name

Dealership #

Cell Phone

Enter Drip Campaign + Promotional Events (31 days +)

Email Content

- Emails for events (what's happening)
 - o 1 a month
- Emails for leads starting at Day 31
 - o 1 a month
- Emails for Customers
 - o 1 a month (item of value – interest)
- Post Purchase Emails

[Lead Follow-Up Phone Script](#)

Here are some great ideas that you can use when following-up with online leads.

Hello this is (Name) from the Hot Tub Store. I am calling you regarding your recent interest in a (brand) hot tub. Did I catch you at a good time?

No: When would be the best time for me to get back in touch with you? What is the best contact number to use?

Yes: Excellent, I am so happy to hear that you are considering improving your life with a (brand) hot tub.

From there try one of these helpful paths:

Do you like to shop online or in-person?

Have you picked out your favorite one yet?

Would you like an online demo of our products?

Use the answers from these questions to try move towards one of three options. 1. Online demo, 2. In home presentation, 3. In store appointment. 4. Take an order for a hot tub. Your goal in these interactions should always be to take the next step, you have to have a plan to help move the customer from their spot in their shopping journey to the next spot.

Tips

- Stand up when you make calls
- Smile when you make calls
- Have a plan for voicemail and a real person
- Intermix calls to existing customers and leads
- Don't get discouraged