

Sales — Follow-Up Sequence (7 Touches)

A simple sequence to convert enquiries/quotes into booked work.

Sequence (copy this into your process)

When	Channel	Purpose
Same day	Call	Clarify needs + book next step.
Same day	Email	Confirm next steps + ask key questions.
24 hours	SMS	“Just checking you received everything — any questions?”
3 days	Email	Re-state value + common comparisons + invite to proceed.
5–7 days	Call	Re-engage: “Are you still looking to do this?”
10–14 days	Email	Last check-in + offer options (timing/budget/spec).
30 days	Email	Keep-warm: 1 useful tip + “reply when ready”.

Copy/paste templates

SMS:

“Hi [Name], [Your name] from [Business]. Just checking you received everything for [job]. Any questions? Happy to help.”

30-day keep-warm email:

Subject: Quick tip re: [topic]

Hi [Name],

A quick tip that helps with [job/problem]: [1–2 lines of value].

If you'd like us to help when the time is right, just reply and we'll book the next step.

Regards,
[Your name]