

8-Touch Prospecting System

100% of
Competition
Also Calls

**48% Never
Call Again**

25% Call
3 Times

12% Call
4 Times

Most Give
Up After
5th Call

Contact Once A
Quarter After
8th Attempt

Find A Lead – Make 1st Phone Call

Two Weeks Later

Make 2nd Phone Call

Two Weeks Later

Reach Out For a 3rd Time

Email, LinkedIn, Phone Call,
Text, or Social Media

Two Weeks Later

Reach Out For the 4th Time

Email, LinkedIn, Phone Call,
Text, or Social Media

Two Weeks Later

5th Time

Two Weeks Later

6th Time

Two Weeks Later

7th Time

Two Weeks Later

8th Time



Prospect Busy
Plans to return call
but does not

**2% Get
Appt.**

Prospect Busy
Does not return
call but
remembers you

**3% Get
Appt.**

Prospect Busy
Does not return
call but keeps your
number

**5% Get
Appt.**

Prospect Busy
Does not return
call but wants to
speak with you

**10% Get
Appt.**

**Prospect
Answers**
Or returns call...
But You Must
Impress!

**80%
Win
Appt.**