

Activity 45-A

Follow-Up Self-Analysis

Without any brainstorming or idea generation, chronicle how you would presently follow-up on a hot lead or contact if you were given one right now, what touch-points are your norms:

1. Touch-Points = _____
2. Touch-Points = _____
3. Touch-Points = _____
4. Touch-Points = _____
5. Touch-Points = _____

Now, brainstorm or engage in idea generation, chronicle all of the other touch-points that you could utilize in following-up on a hot lead or contact if you were given one right now:

1. Touch-Points = _____
2. Touch-Points = _____
3. Touch-Points = _____
4. Touch-Points = _____
5. Touch-Points = _____

So, recognize the additional touch-points that could be incorporated into your professional actions, and knowing of any one of the additional touch-points may be the one touch-point that gets you traction!

Now, turbo charge this campaign approach and brainstorm or engage in idea generation with others in your organization or industry and chronicle all of the additional touch-points that you could utilize in following-up on a hot lead or contact if you were given one right now:

1. Touch-Points = _____
2. Touch-Points = _____
3. Touch-Points = _____
4. Touch-Points = _____

Now, recognize an even greater range of additional touch-points that could be incorporated into your professional actions, and knowing of any one of the additional touch-points may be the one touch-point that gets you traction!