



The Baker's Dozen

by >Virtical™

Add Follow-up Ambassadors to Engage & Retain CRM Prospects

“When adding 1 or 2 resident volunteers and their family networks to your sales program, you infuse EXTRA energy and talents in retaining prospects and expanding your reach and penetration in the marketplace!” gms 2024

They're Not Ready Yet. You've listened, talked, toured, and now added them as prospects to your CRM or other customer database. Creating *Follow-up Ambassadors* is an approach to improve your ROI on the time invested by the sales staff.

Improve Prospect Retention. The greatest challenge with a prospect pipeline is that most of it is often out of sight and out of mind. This program keeps a greater number of prospects in sight and in mind through special initiatives that add both depth and quality to follow-up. As residents and their networks uncover new opportunities, it also alerts sales leadership about potential to create an invitation to another visit or create an improved offer attracting them to lease or buy.

The EXTRA Benefit – NEW LEADS. Residents and their families bring community networks and come equipped with business, community and social networking skills that can add an innovative dimension of new leads and increase your marketplace reach and penetration through their posts on social networks.

Follow-up Ambassadors by >Virtical®. This introductory zoom and 4 workshops for sales leadership and executive directors make up a train-the-trainer package and includes 3 collaborative Q&A zooms for the first ambassadors.

For more information about this community cultural and prospect retention program please contact Gary@Virtical.Live.



Developing Sales Leads via Outreach Marketing & Networking

Inspire & Innovate is >Virtical Signature Service featuring these 3 programs.

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