

Location Engagement Strategy



What's the best way to engage leads, and get them excited?

First:

Letter quickly introducing yourself, your business and the services you have to offer

Week 1:

Introductor call confirming previous letter & asking for initial meeting to discuss the value you could provide to the location

Week 2:

Send an email referencing the letter & providing value to their business (reference your other existing locations)

Week 3:

Drop by with a business card and something personalized for the business

Week 4:

Email an article related to your vending business & include a **referral bonus offer**

Week 5:

Phone call referencing previous email, mention the **referral bonus** again

Week 6:

Last attempt email to confirm receipt of information & check in with referrals

Week 7:

Final letter outlining what you'll be doing moving forward, what they can expect from you, and how to keep in touch