**RINGY Best Practices**

* While probably the best CRM, Its just a CRM. You STILL MUST dial and send manual texts and WORK your leads.
* Set up initial preset texts (minimum of 4)
* Set up preset replies for faster response to leads so you don’t have to type up every single reply
* Set up Drip Campaigns to follow up leads. You should have the following disposition drips:
  + No Contact
  + Quoted
  + Not Interested
  + Aged
  + OEP (for open enrollment)
  + Sold
  + DNC (stops all drips)
  + Bad Number (stops all drips)
  + DNQ (stops all drips)
  + Extended follow up
* Dialing Leads
  + First 3 days of a new lead should be called 3 times a day. Morning, afternoon, evening.
  + Day 4 and beyond fresh leads should be called at minimum 2 times a day until called 20-30 times before being put on a not interested drip campaign
  + Not interested leads should be called once – twice per month
  + Quoted leads should be called and text 3 times per week in ADDITION to your quoted drip
  + Aged leads should be dialed to fill time between all your other dials
* Dialing hours
  + The best times to dial are from 8:30am to 9:15 and 5:45pm to 6:30pm in each respective time zone.
  + The middle of the day you should call your group leads if you have them. This is usually when business owners are most likely to be available in my experience
* Phone Sales Best Practices
  + USE A SCRIPT! All the best salespeople use one. Grant Cardon, Jordon Belfort, Dan Pena, Brad Lea, Ziglar…. If they aren’t above a script… then you aren’t.
  + Master tonality and “Straight Line Selling”. This will make one call closes much easier and the better you get, the easier they become.
* Follow up for the big $$$$

Fortune is in the follow up. You should relentlessly follow up your quoted until they tell you to quit calling them, or they buy from you. No Exceptions.