



Multi-Touch Programs

It can take anywhere from one to ten touches to secure an appointment with a prospect. It is critical that you set up a multi-touch approach to your prospecting efforts, with up to ten steps and the proper cadence in between steps.

The following are two examples of a 10-touch program. In the space below, indicate what your 10-step program would be.

1	2	3	4	5	6	7	8	9	10
Email	LinkedIn	Call	Email	Invite	Call	Article	Email	Call	Email
LinkedIn	Email	Call	Email	Article	Call	Email	Call	Email	Call
YOUR MULTI-TOUCH PROGRAM									
1	2	3	4	5	6	7	8	9	10

STAR: Strategies & Tactics to Achieve Results

	Group 1	Group 2	Group 3	Group 4	Group 5	Group 6	Group 7	Group 8	Group 9
Week 1	Touch 1								
Week 2	Touch 2	Touch 1							
Week 3	Touch 3	Touch 2	Touch 1						
Week 4	Touch 4	Touch 3	Touch 2	Touch 1					
Week 5	Touch 5	Touch 4	Touch 3	Touch 2	Touch 1				
Week 6	Touch 6	Touch 5	Touch 4	Touch 3	Touch 2	Touch 1			
Week 7	Touch 7	Touch 6	Touch 5	Touch 4	Touch 3	Touch 2	Touch 1		
Week 8	Touch 8	Touch 7	Touch 6	Touch 5	Touch 4	Touch 3	Touch 2	Touch 1	
Week 9	Touch 9	Touch 8	Touch 7	Touch 6	Touch 5	Touch 4	Touch 3	Touch 2	Touch 1
Week 10	Touch 10	Touch 9	Touch 8	Touch 7	Touch 6	Touch 5	Touch 4	Touch 3	Touch 2