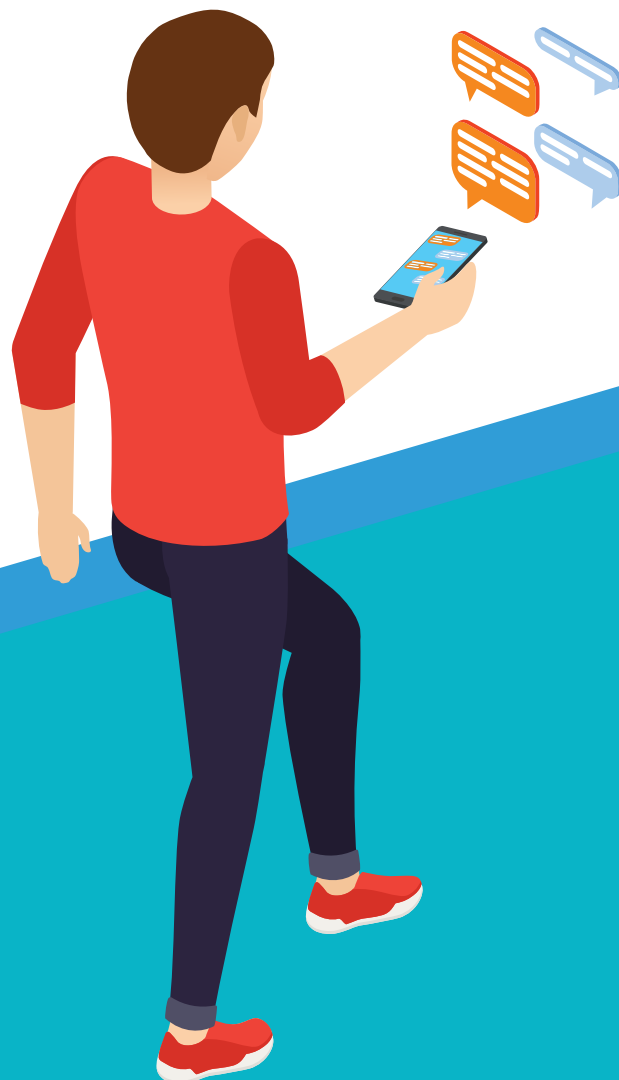


# Multi-Channel Touch Plan Strategy

Your Guide to Closing More  
Deals and Increasing Job  
Orders



# Table of Contents

Statistics of Selling .....	03
Touch Plan Process .....	04
Adapting for Your Process .....	07



# Statistics of Selling

Selling isn't easy. It takes time, practice, and consistency to be successful. You might be surprised to know...



Email is almost

# 40x

better at acquiring new customers than Facebook and Twitter



# 74%

of sales professionals who use social media to research prospects and their businesses say LinkedIn is one of the most effective platforms



# 42%

of customers would be encouraged to make a purchase if the sales rep called back at an agreed-upon, specific time

# Statistics of Selling

80%

of sales are made after the 5th to 12th contact



48%

of sales people never follow up with a prospect



Only

10%

of sales people make more than three contacts

# Touch Plan Process

In an age where you can reach your sales prospects through the phone, email, and their social profiles, it is increasingly important to incorporate a multi-touch *and* multi-channel process in your touch plan strategy. See below for a suggested initial contact process for your office.

Step	Method	Objective	Action/Script
1	LinkedIn	Connection/ Follow	When connecting with someone on any social platform, it is important to take the time to research their profile and add in a value statement or ask an engaging question to receive a response. The goal here is connection, it's ok to be creative!
2	LinkedIn	Like/Comment	Like or comment on one of your prospect's posts. Leaving an engaging question related to their post like, "Great post, [name]! What is your company doing to prepare for [article topic] in the next quarter?"
3	Phone Call/ Voicemail #1	Introduction/Job Order/Site Visit	"Good morning, [name]! My name is [your first name], and I'm doing research for a project in the [industry] field, and I would love to ask you a few questions. If you could please give me a call back before the end of the day, that would be great! My number is (###)###-####. Again, it's [your first name] at (###)###-####. Look forward to talking to you soon, thanks!"
4	Email	Secure an intro Call	"Good morning, [name]! My name is [your first name], and I'm following up on the voicemail I just let you. As I mentioned, I'm doing research for a project in the [industry] field, and I would love to ask you a few questions. Please let me know when would be a good time to talk. Thanks!"
5	LinkedIn	Like/Comment	Like or comment on one of your prospect's posts. Leaving an engaging question related to their post like, "How has this [article topic] affected you or your company, [name]?"
6a.	LinkedIn Message/InMail	Secure an intro call	"Hello, [name], my name is [full name]. I am reaching out as I see you are the [job title] of [name of company]. I would love to talk to you more about a project I am working on and hear some of your insights. Please let me know when would be a good time to connect this week for a quick call. My contact information is below."
6b.	OR  LinkedIn Voicemail	OR  Introduction/Job Order/Site Visit	"Good morning, [name]! I wanted to send you a message now that we are connected on LinkedIn! I'd love to talk with you about [topic] that I saw on your profile, and how you plan to approach it with your team next quarter. Please give me a call back this week or send me an email with the best time to talk. My phone number is (###)###-#### or you can email me at [email]. I look forward to connecting soon!"
7	Phone Call/ Voicemail #2	Secure an intro call	"Hi, [name]! You may recognize my name from our recent LinkedIn connection. I'd love to talk to you today about an urgent matter that will help you and [company]. I'm confident you'll find this valuable. Please give me a call back before the end of the day, my number is (###)###-####. Thanks!"

# Touch Plan Process

Step	Method	Objective	Action/Script
8	Email	Introduction/Talent Merchandising & Interview Call	Send this immediately after the voicemail in step 7! This is where you merchandise your top talent. "Good afternoon, [name]! I am following up on the voicemail I just left you. I just finished an in-depth conversation with a [job title] with [insert statistic/strong number here about candidate's experience]. After speaking with her, I feel she would be a great fit for [company name], and wanted to give you
9	LinkedIn	Like/Comment	Like or comment on one of your prospect's posts. Leaving an engaging question related to their post, and try to bring it back to how they plan to quickly and effectively hire for new roles in the coming months.
10	LinkedIn Message/InMail	Secure an intro call	"Hello, [name]! My name is [your name], and I have reached out a few times over the past few weeks. I wanted to connected about a new trend I've seen happening in our industry to see how your team is approaching it. Please let me know when would be a good time today or tomorrow to talk. My contact information is below. Thanks!"
11	LinkedIn Voicemail	Secure an intro call	"Hi [name]! [Your name] here again. I left a message for you on [day] in regards to an exciting opportunity. I was hoping to get you today, but got your voicemail instead. [Name], in addition to our recent LinkedIn connection, I've done some research about [client's company]
12	Phone Call/ Voicemail #3	Secure an intro call/ Merchandising Talent	"Hi [name]! [Your name] here again. I left a message for you on [day] and was hoping to connect with you today after reaching out on LinkedIn yesterday. [Name], since our initial connection on LinkedIn, I've done some additional research on [company] and have some exciting news to share. I am working with an all-star [job title] who works for one of your major competitors - and she is confidentially looking for career advancement. She happened to mentioned your company as a place she's interested in working at. Can you give me a quick call to discuss the details? My number is (###)###-####. If I don't hear back from you today, I'll reach out again on Friday. Thanks!"

# Touch Plan Process

Step	Method	Objective	Action/Script
14	LinkedIn Video Message		"[Name], I'm hoping to catch your attention with a video message to show you I'm real! I don't want to pitch you any talent, but I did want to reach out to talk about what I'm seeing in the industry, and how you can get ahead of your competitors. I hope to speak with you soon. Thanks"
15	Phone Call/ Voicemail #4	Secure an intro call: 15-20 minutes	In this reach out, feel free to be creative and use humor. This touch point could be something like, "Hi [name], I hope you haven't broken both your arms! I'm sorry to have missed you again, and would love to talk with you about how I can be a resource for you. From industry insights to our top talent to helping you create a new outgoing message for your voicemail - kidding - I am here to help you. Please let me know when you have some time for a quick call. Thank you!"
16	Card/Article		"Hi [name]! I came across this article about [topic relating to prospect's industry] and instantly thought of you. It is my goal to help you achieve your goals through exceptional talent, providing industry insights, and acting as your partner to help you drive growth and results. I understand that timing might not be right for you right now, but please do reach out to me when you're ready and I can walk you through what a relationship with me and my company might look like for you. My number is (###)###-####. I look forward to building a trusted relationship with you."



# Adapting for Your Process



This outline can be easily adapted for your processes and company. Feel free to make it your own by completing the sections below. Remember, 80% of sales are made between the 5th and 12th contact. Don't leave money on the table by giving up after three contact attempts.

Step	Method	Objective	Action/Script
1	LinkedIn	Connection/ Follow	
2	LinkedIn	Like/Comment	
3	Phone Call/ Voicemail #1	Introduction/Job Order/Site Visit	
4	Email	Secure an intro Call	
5	LinkedIn	Like/Comment	
6a.	LinkedIn Message/InMail	Secure an intro call	
	OR	OR	
6b.	LinkedIn Voicemail	Introduction/Job Order/Site Visit	
7	Phone Call/ Voicemail #2	Secure an intro call	
8	Email	Introduction/Talent Merchandising & Interview Call	



# Adapting for Your Process

Step	Method	Objective	Action/Script
8	Email	Introduction/Talent Merchandising & Interview Call	
9	LinkedIn	Like/Comment	
10	LinkedIn Message/InMail	Secure an intro call	
11	LinkedIn Voicemail	Secure an intro call	
12	Phone Call/ Voicemail #3	Secure an intro call/ Merchandising Talent	
14	LinkedIn Video Message		
15	Phone Call/ Voicemail #4	Secure an intro call: 15-20 minutes	
16	Card/Article		

# The Full Desk EXPERIENCE

## About The Full Desk Experience

A show built for leaders in the talent industry, **The Full Desk Experience** is a bi-weekly live event series turned podcast hosted by Kortney Harmon, Staffing and Recruiting Industry Principal at Crelate. From strategy to tactics, The Full Desk Experience is your opportunity for insights and tips from a deeply knowledgeable staffing & recruiting consultant, to hear what the most successful firms are getting right, and to walk away with actionable guidance to drive the success of your business.

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