

# ALEXPRO MARKETING Follow Up System.

“Without systems to drive a business plan towards its goals, it will fail. What good is a map if your car won’t run?” --AERO

## A Simple System for Organizing Your Marketing Files

Try this basic system to simplify the way you handle marketing...Divide a file drawer, file box and/or cardboard bin system into 4 sections; then organize each section into the following headings. Cut out the labels below or make your own by hand or with your computer.

### New Leads

Hot Leads	Warm Leads	Leads to Refer	Potential Leads
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### Active Leads (file by date when you must follow up)

Call AM	Call PM	Call Sat or Sun	Call Later This Week
Call Next Week	Call Next Month	Mail Literature	Fax Literature
E-mail Literature	Appointments	Left Message	Problem File

### Client List ( file alphabetically)

Rep	Member	Inactive
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### Promotions

Approved Ads	Places to Advertise	Promotional Ideas
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**New Leads:** When leads first come in, sort each form into the “New Leads” section. Use the “potential” file for people & groups who are not yet leads, but who you can win over with some effort. Ultimately, you will either upgrade them to actual leads or put them in the “inactive” file.

Organize the files within each heading alphabetically, so that you can find a name quickly.

**Active Leads:** As soon as possible move leads from “New” to “Active” & sort them by what your next positive action will be and then, within that file, by the date when you must follow up. As long as you continue working on a lead, move the form within this section.

**Client List:** Once the person or group has either signed up or dropped out, store their form alphabetically in the appropriate section of “Client List” for future reference.

**Promotions:** Maintain a section of your files for your current promotional materials, as well as ideas for future ad campaigns.

## Refining Your System

As you use your filing system, customize it to meet your specific needs. If you have many promotional materials, for instance, organize them by type i.e. flyers, classified ads etc.

Now that you are on the road to success, turn up the power with systems that work! More systems to come...



**Beginner      Networker      Work from Home      Sales      Insurance      Retired**

Date \_\_\_/\_\_\_/\_\_\_      3 days \_\_\_/\_\_\_      7 days \_\_\_/\_\_\_      14 days \_\_\_/\_\_\_      30 days \_\_\_/\_\_\_

Source : website ads co-op E-mail mailers post cards referrals other \_\_\_\_\_

<b>www.ceprogram.com/</b> _____	<b>www.rep.ceprogram.com/</b> _____
<b>CE SIZZLE LINE 888-702-8023</b>	<b>INFO. LINE 212-796-6073</b>
<b>FOUNDERS Line 212-796-6830</b>	<b>ALEX F.O.D. 716-420-6651</b>
<b>CE REP SUPPORT 972-522-2001</b>	<b>CARE ENTRÉE 888-411-3888</b>
<i>Sign up : Rep only \$69.95    Dental \$109.90    Select Card \$129.90    Complete Care \$144.90</i>	<b>CE F.O.D. 716-420-4351</b>
	<i>NASDQ/SC - PCIS</i>

**INTERNET ACCESS E Y-N      FAX ACCESS Y-N      SALES EXPERIENCE Y-N**

Name \_\_\_\_\_ Rating \_\_\_\_\_

Home Ph. \_\_\_\_\_ Bus. Ph. \_\_\_\_\_ Time AM PM

Address : \_\_\_\_\_ Apt. \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

NOTES: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Sales Experience	Company	How long?	Note:
MLM			
Selling			
Insurance			
Retired			
Other			

<b>Fax #</b>	<b>cell #</b>	<b>pager</b>
<b>E-mail</b>	<b>www.</b>	

Date	Follow Up

**Lead Referral**

Given to _____ Ph # _____ on ___/___/___
Result :

Data \_\_\_/\_\_\_    SS # \_\_\_/\_\_\_/\_\_\_    [ ] REP    [ ] MEM Only    **SPONSOR** \_\_\_\_\_

**PLAN :    \$ 9.95    \$ 19.95    \$ 24.95    \$ 39.95    \$ 54.95    IMR # \_\_\_\_\_**