

Call Or Text?

Most will email or text instead of call.

Its not idea. Why? Because imagine if you are texting or emailing a person and immediately calling them. That comes off as pushy, and too desperate.

Besides, calling or texting only uses one channel to reach the prospect.

But if you call first. Email and text after, you got now multiple channels to reach the prospect fully utilized.

P.S. Don't ask for permission to call, simply call. Text and email after.

Should you text or email after a failed call? Both!