Post-quote follow-up — three steps

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And 14 sleeping quotes to pick up · fictional document

Fictional document — demonstration example

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Fictional document, produced for demonstration. **14 quotes went unanswered for more than 30 days last year.** It is the costliest hole in the funnel, and the least worked.

The follow-up sequence

Moment	Content	What is excluded
Day 7	**Something useful**: a comparable client's story, or the answer to the objection raised in the meeting	**“Just circling back”**
Day 21	**The direct question**: is the project still live, and if not what changed	An unrequested new proposal
Day 35	**Stop and hand over**, with the full history	**One more e-mail — at this stage it takes a call**

> **A clear no is worth more than a sleeping quote:** it frees the salesperson and it records the reason, which feeds back into the customer profile.

Where the live quotes stand

Quote	Step	Result
A	**Followed up on day 7**	**Signed**
B	Now at day 21	Direct question sent
C	Day 4	Pending
D	Day 2	Pending

The 14 sleeping quotes

They're cold, but **these prospects have seen the offer and spoken to a salesperson** : they know the price, the scope and the contact. **On comparable segments, this kind of revival replies better than fresh contacts.** The sequence is prepared and awaits a read before anything is sent.

For the company to settle

Revive the sleeping quotes: yes / no _____

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