

Keep the interest. Understand the hesitation.

Some people need an answer. Some need time. Others have already decided. Give each conversation a next step that fits what was actually said.

Move at the pace the evidence supports.

A real question can show interest. Readiness requires commitment. A vague 'later' is a pause, not a date invented to keep a pipeline looking busy.

Resolve what matters

Use your approved information to answer questions and clarify constraints. Bring your team in when the decision needs their judgement. Keep promises within the scope of the offer.

Hand over with clarity

Show why this person is ready for the agreed next step. Include the evidence, their expectations and unresolved points. A human approves the handover and its destination.

Make the waiting visible

An agreed return date belongs on the record. So does a pause with no date. A clear no has a reason. Opt-outs stop contact. These outcomes are useful even when no sale follows.

Agree what your team will take over

Define the commitment, the person who receives it and the response expected from your business. Review downstream outcomes so the programme is judged beyond the number of handovers.

Included for 90 days with every reactivation and outbound batch, then continues monthly if you want it.

Response and follow-up settings are agreed per campaign. No autonomous sending, purchase or conversion guarantee is implied.

Talk to Andy about the gap before the handover

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