

A Following Through Calendar

MONTH 1 <ul style="list-style-type: none"> • Call <i>and</i> video • Handwritten Letter • Personal Visit • "Thought of you when..." 	MONTH 4 <ul style="list-style-type: none"> • Event • Invite for Lunch Meeting • Offer Service Department walk through w/vehicles 	MONTH 7 <ul style="list-style-type: none"> • Personal visit • Introduce special offers • "Are you aware of?" 	MONTH 10 <ul style="list-style-type: none"> • Personal visit • Candy/goodies drop off • Establish new relationship within their staff
MONTH 2 <ul style="list-style-type: none"> • Event • Invitation to In-Person dealership event • Lunch & Learn 	MONTH 5 <ul style="list-style-type: none"> • Personal office visit • Send "DYK" video • Updated order schedule 	MONTH 8 <ul style="list-style-type: none"> • Provide compelling info • Video "just got this in" 	MONTH 11 <ul style="list-style-type: none"> • Call • Handwritten letter • "Person of Influence" introduction (upfitter?)
MONTH 3 <ul style="list-style-type: none"> • Call • Informational Links • Video Email • Fleet Analysis reviews 	MONTH 6 <ul style="list-style-type: none"> • "Meet the Manager" call • Send a unique gift 	MONTH 9 <ul style="list-style-type: none"> • Apology Contact ("sorry I've been so persistent") • Event invitation 	MONTH 12 <ul style="list-style-type: none"> • Testimonial Request • "If you don't know by now" informational email

