

The Call → Voicemail → Text Follow-Up System

A simple, repeatable rhythm that protects close rate, customer trust, and salesperson time

Built for flooring sales — where clarity, confidence, and follow-through matter more than pressure

1. WHY THIS SYSTEM EXISTS

Flooring customers don't ghost because they're careless. They ghost because uncertainty creeps in.

This system exists to:

- Reduce uncertainty
- Maintain human connection
- Ensure the customer actually receives the message
- Keep follow-up consistent without sounding desperate
- Protect salesperson time without burning opportunities

Core Philosophy

This is not about "checking in." It's about keeping the baton from ever getting dropped.

2. THE CORE RULE (NON-NEGOTIABLE)

Every follow-up attempt follows the same motion:

1. **Call**
2. **Voicemail** (if unanswered)

3. Immediate Text

This happens every time a customer does not answer. Even if you believe they won't pick up. Even if you think "text is enough."

Why:

- The voicemail personalizes the relationship
- Customers hear tone, warmth, and intent
- The text ensures convenience and confirms receipt
- Together, they guarantee the baton was handed off

Note on Email: Email is intentionally excluded. Email introduces uncertainty: spam filters, typos, unread inboxes, delayed responses. Calls and texts are received. Period.

3. INITIAL POST-QUOTE FOLLOW-UP (DAY 0-1)

When to use: Same day as quote delivery, or next business day at latest.

Step 1 — Call

Call the customer directly.

Step 2 — Voicemail (if unanswered)

VOICEMAIL SCRIPT

"Hi ___, this is ___ from ___.

I just wanted to follow up on the flooring options we went over and make sure everything came through clearly.

No rush at all — I'll also send you a quick text so it's easy to respond whenever it's convenient.

Looking forward to connecting."

Tone: Friendly, Calm, No pressure. Sounds like a real person, not a script.

Step 3 — Immediate Text (sent right after voicemail)

TEXT MESSAGE

"Hi ___ — this is ___ from ___.

I just left you a quick voicemail, but I wanted to text as well in case that's easier for you.

Let me know if the quote came through clearly or if any questions come up."

Purpose: Confirms receipt, gives them an easy reply path, and reinforces professionalism.

4. QUOTE REHAB (TEXT-FIRST, LOW PRESSURE)

When to use: Quote sent, no response after initial follow-up, and customer has not explicitly disengaged.

Guiding Principle

This is about clarity, not chasing.

Option 1 – Clarity-Based

"Hi ___ — quick check-in.

Was there anything unclear about the options or pricing that I can help clarify?"

Option 2 – Decision Support

"Sometimes flooring decisions stall because there's just one unanswered question.

If that's the case here, I'm happy to help."

Option 3 – Gentle Direction

"Just want to make sure I didn't leave you hanging with too much information at once.

Happy to simplify anything."

Spacing Rules: Do not stack messages. Give real time between attempts. No apologizing for following up.

5. ONGOING FOLLOW-UP RHYTHM

- Follow-up should feel predictable, not random.
- Continue using call → voicemail → text when appropriate.
- Text-first is acceptable mid-stream, but voice should never disappear completely.
- Never “check in” without purpose.

If the customer engages: Reset rhythm. Return to consultation mode.

If the customer does not engage at all: Move to the Final Clarity Close.

6. FINAL FOLLOW-UP — THE Y / N CLARITY CLOSE

(Used ONLY when the customer has gone completely silent)

This step protects your time, your close rate, and the customer relationship.

Step 1 — Call

Step 2 — Voicemail

VOICEMAIL SCRIPT

*“Hi ___, this is ___ from ___.
I’m sure you may be busy, so I wanted to make this easy and respectful of your time.
I haven’t heard back, and I don’t want to keep bothering you or leave you hanging either.
I’ll send a quick text that makes it simple to let me know how you’d like me to proceed.
I really appreciate it.”*

OPTIONAL BUT RECOMMENDED IF TRUE

“Just so you know, I’ll be in the showroom until about ___ today, then out doing measurements.”

This creates humanity, transparency, a low-pressure exit ramp, and an opening for voicemail replies later.

Step 3 — Immediate Text (sent right after voicemail)

TEXT MESSAGE

*“Hi ___ — I just left you a voicemail.
I want to be respectful of your time and make sure I’m supporting you the right way.*

When you have a moment, could you please reply with:

Y = Yes, please keep working with me / hold my file

N = No, you can close it out for now

Even a single letter helps me make sure I'm not bugging you.

I appreciate it."

Why this works: Removes emotional friction, requires almost no effort, allows honesty without embarrassment, and often re-opens real conversations.

7. WHAT RESPONSES MEAN

- **Y** → Re-engage, clarify next step, continue consultative process.
- **N** → Close loop professionally, thank them, leave door open.
- **Voicemail reply** → High-intent signal; listen carefully and adjust approach.

This is not pressure. This is respect.

8. MANAGER HARD-WIRING RULES

Managers must ensure:

- Salespeople do not skip the call.
- Salespeople do not default to text-only.
- The Final Y / N step is used only after true non-response.
- No opportunity is abandoned without clarity.

This system is designed to reduce fake pipeline, surface real objections, and protect customer goodwill.

9. KPI INTEGRATION (15-MINUTE CADENCE READY)

Track weekly:

- Active opportunities

- Stuck opportunities (no response)
- Y/N clarity sends
- Re-engaged conversations
- Closed-out opportunities

Do not rely on “close rate” alone. Also watch:

- Leads logged vs. rotation fairness
- Measures set vs. measures closed
- Ghosted opportunities per rep

Discrepancies reveal missed follow-ups, avoidance, process breakdowns, or coaching needs.

10. FINAL NOTE

This system is not about chasing harder. It's about:

- Making it easy to respond
- Making silence visible
- Letting clarity do the work

When done correctly: Customers feel respected, salespeople feel calmer, managers regain visibility, and close rate improves without adding headcount.

Created by Matt Shelton

Systems-built clarity for flooring businesses

Operator experience. Ethical execution. Practical results.

matt@mattshelton.co

