

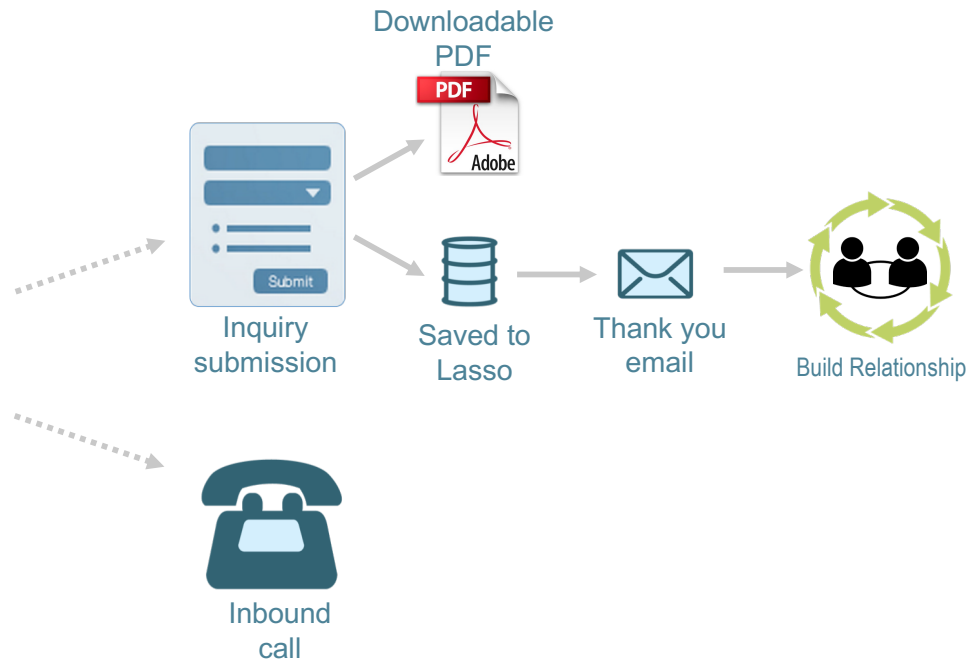
Saluda River Club

Workflows

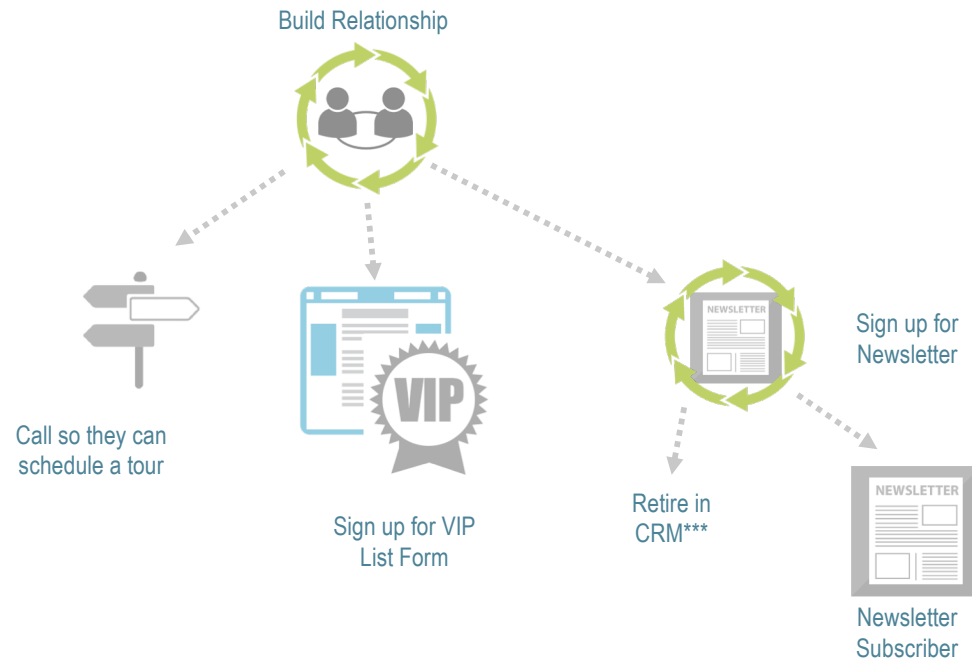
March 22, 2018

::: Landing Pages & Website

General Inquiries -
Online and offline
advertising campaign
landing pages



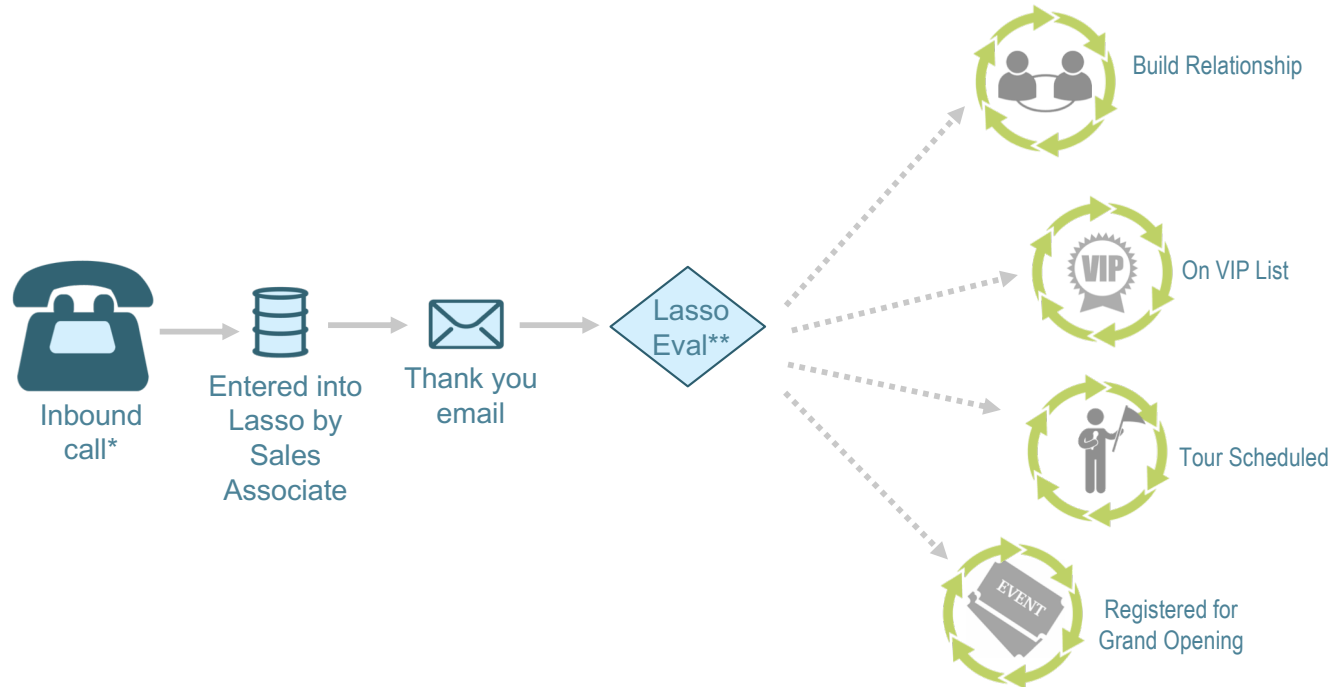
::: Build Relationship



** CRM Eval is a manual process where Sales Associate sets lead score which determines which nurture series the lead is enrolled in.

*** May consider one off emails to retired leads when opening new neighborhoods.

::: Inbound Call

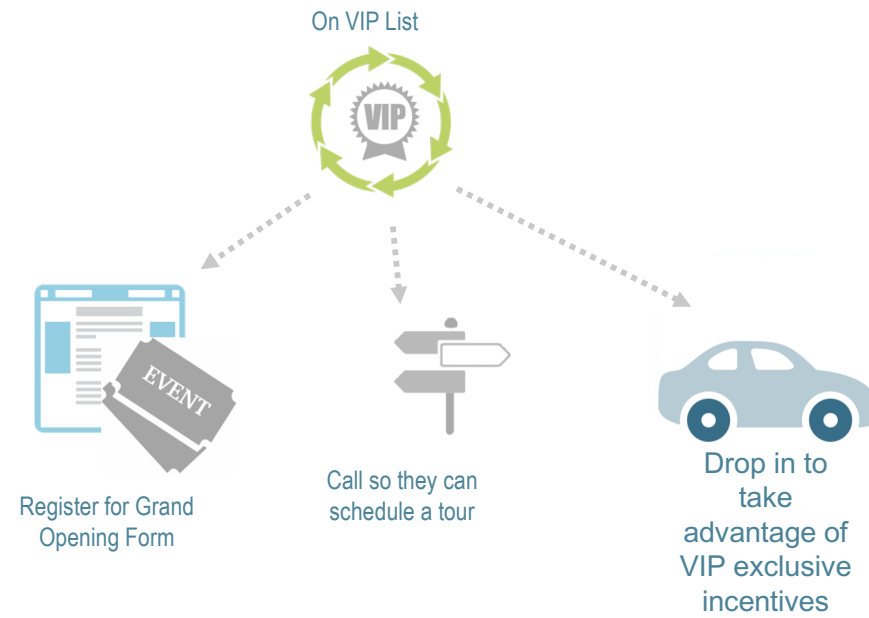


* Sales Associate call script should focus on:

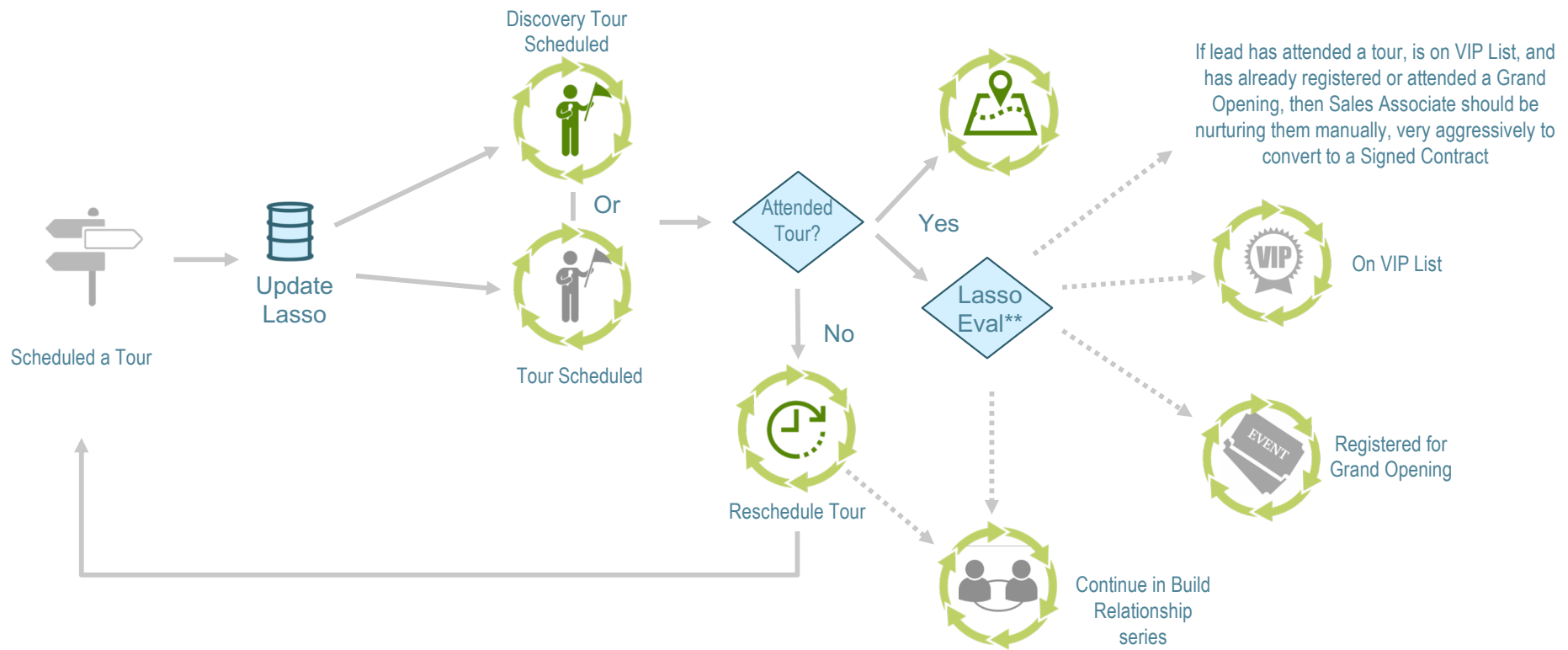
1. Assessing journey stage
2. Offering resources or invitation depending on stage
3. Building relationship – Don't sell

** Lasso Eval is a manual process where Sales Associate sets lead score which determines which nurture series the lead is enrolled in.

General Nurture: VIP List

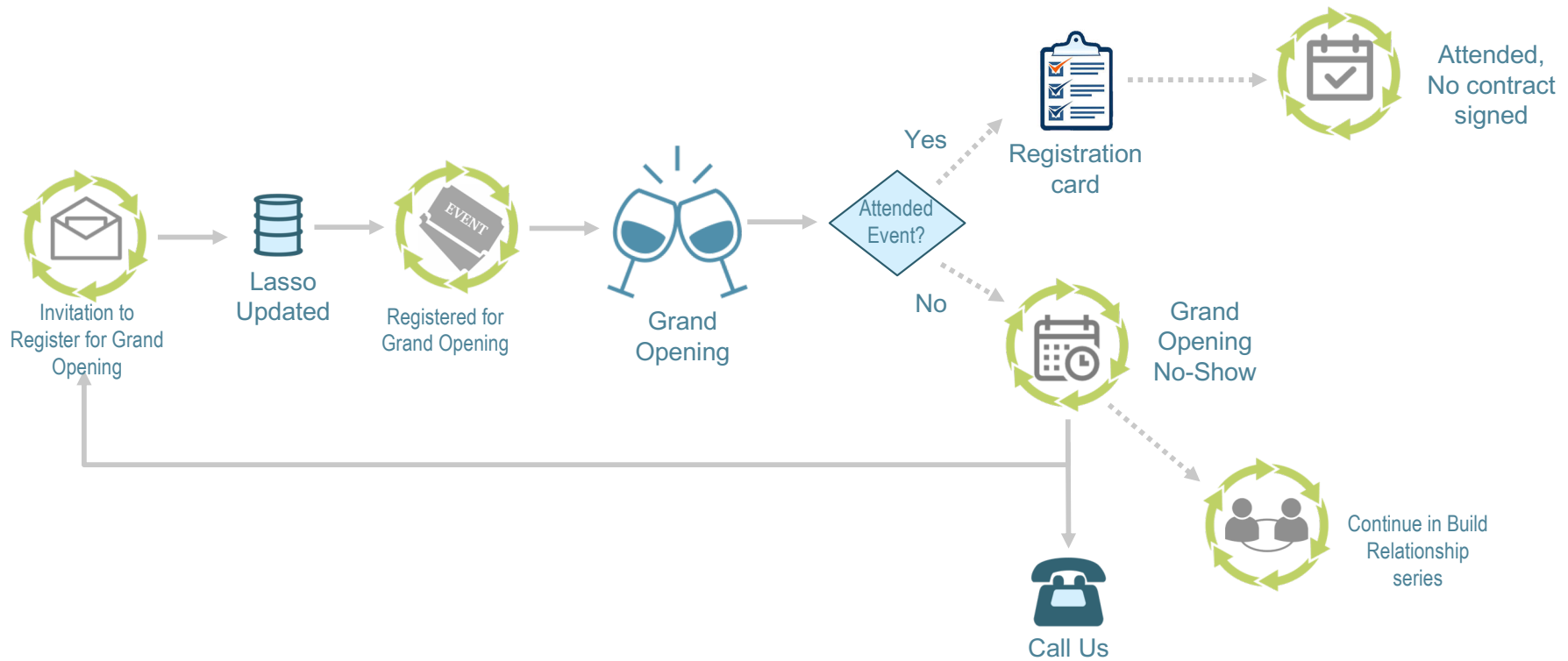


Tour Scheduled

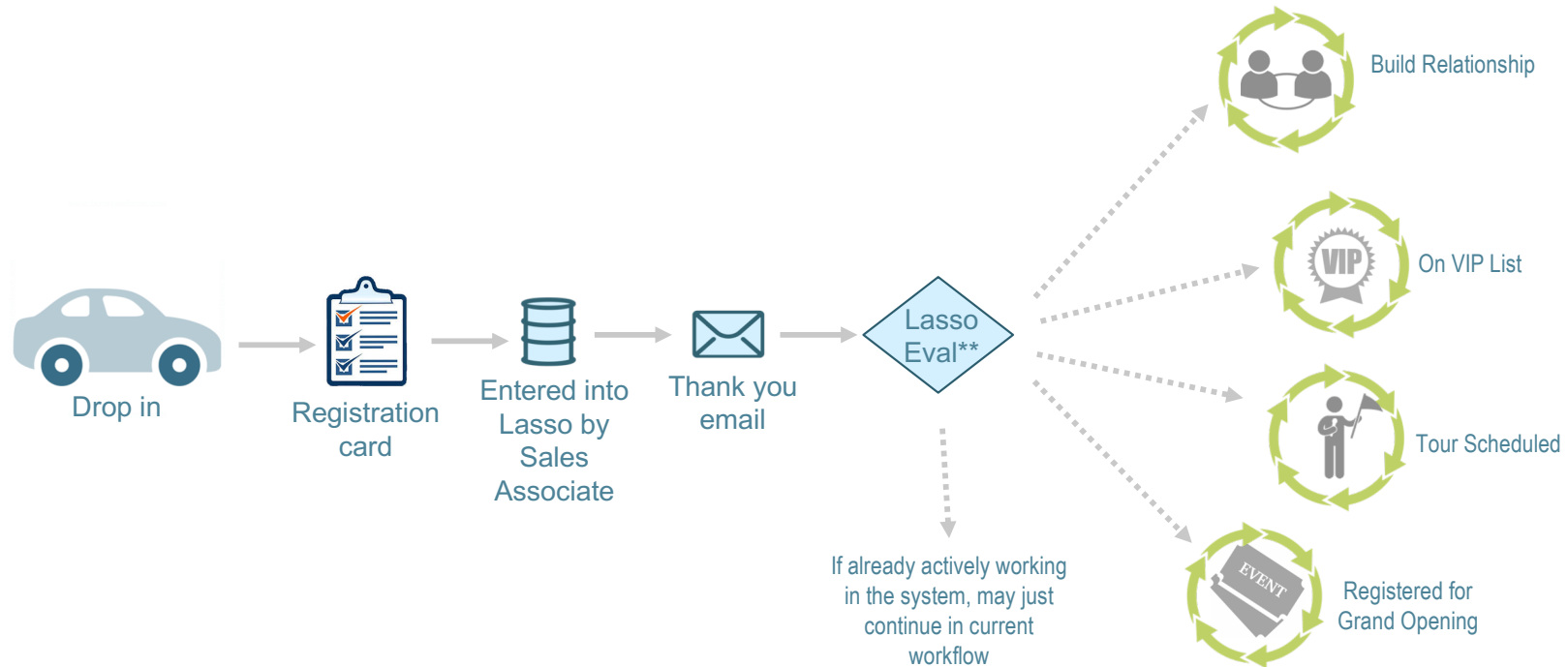


** Lasso Eval is a manual process where Sales Associate sets lead score which determines which nurture series the lead is enrolled in.

Grand Opening

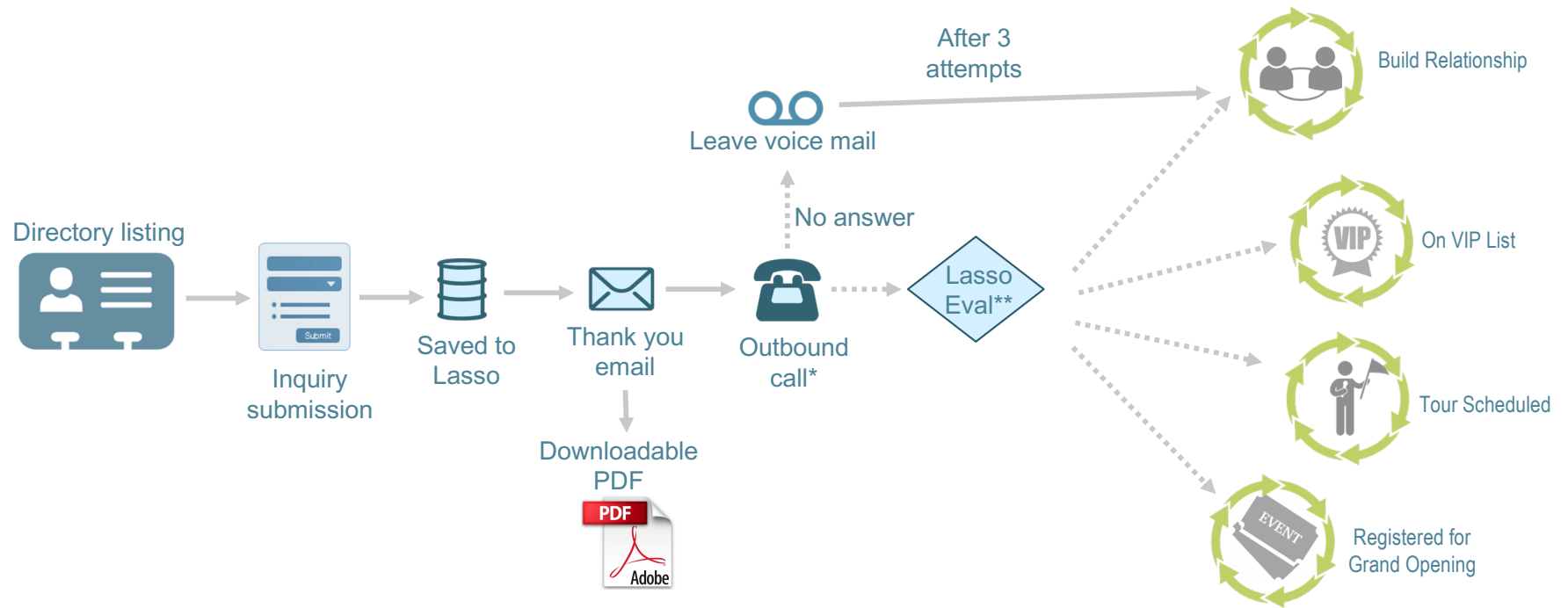


Drop In or Open House



** Lasso Eval is a manual process where Sales Associate sets lead score which determines which nurture series the lead is enrolled in.

::: Directory Submission



* Sales Associate call script should focus on:

1. Assessing journey stage
2. Offering resources or invitation depending on stage
3. Building relationship – Don't sell

** Lasso Eval is a manual process where Sales Associate sets lead score which determines which nurture series the lead is enrolled in.