

## Initial **45 days** of Remote Sales Specialist Support (3 hours per day)

Sharon L., Sales Specialist. Rural community, low new lead volume. Vacant sales director position hired during engagement.

**Objective:** Work existing cold lead database of 200 leads.

### Outcomes:

- **19 tours scheduled from existing database;** zero canceled
- Inquiry to Tour increased 23.9%
- 4 deposits from tours scheduled
- **7 move-ins during initial 45 days, 3 from above deposits**
- **11 times ROI on RSS investment\***

|                | Prior 90 Days | First 45 Days of Project |
|----------------|---------------|--------------------------|
| EOM Occupancy: | 61%           | <b>67.2%</b>             |

### Sales activities:

- 85% of 200-prospect database contacted through call, email, or text
- 598 outreach activities
- 323 call outs (3.6 per hour average)
- 424 emails and texts sent (4.7 per hour average)
- 171 leads warmed
- 203 past-due tasks completed

*\*Based on monthly fee over a 12 month stay.*

*"Thank you so much for all your efforts Sharon! You are making a big difference!"*

– Sr. Vice President of Sales and Marketing