

LEADS360 EDUCATION BEST PRACTICE WORKFLOW

NEW

CALLLED: BUSY TONE	ATTEMPTING CONTACT 1
CALLLED: LEFT MESSAGE	ATTEMPTING CONTACT 1
CALLLED: NO ANSWER	ATTEMPTING CONTACT 1
CONTACTED	QUICK/CONTACTED
CONTACTED – CALL BACK LATER	CONTACTED
CONTACTED - INTERVIEWED	INTERVIEWED
FOLLOW UP SCHEDULED	CONTACTED
NURTURE	NURTURING
COMMENT	
BAD LEAD: DUPLICATE	BAD LEAD
BAD LEAD: FALSE INCENTIVE	BAD LEAD
BAD LEAD: NEVER REQUESTED INFO	BAD LEAD
BAD LEAD: WRONG GEOGRAPHY	BAD LEAD
DO NOT CALL	DNC
NOT INTERESTED: PROGRAM NOT AVAILABLE	NURTURING
NOT INTERESTED:STUDENT NOT ACADEMICALLY QUALIFIED	NURTURING
NOT INTERESTED: STUDENT REQUESTED NO CONTACT	DNC
NOT INTERESTED: STUDENT CHOSE ANOTHER SCHOOL	PERMANENT OUT
NOT INTERESTED: OTHER	NURTURING

ATTEMPTING CONTACT 1

CALLLED: BUSY TONE	ATTEMPTING CONTACT 2
CALLLED: LEFT MESSAGE	ATTEMPTING CONTACT 2
CALLLED: NO ANSWER	ATTEMPTING CONTACT 2
CONTACTED	QUICK/CONTACTED
CONTACTED – CALL BACK LATER	CONTACTED
CONTACTED - INTERVIEWED	INTERVIEWED
FOLLOW UP SCHEDULED	CONTACTED
NURTURE	NURTURING
DO NOT CALL	DNC
COMMENT	
BAD LEAD: DUPLICATE	BAD LEAD
BAD LEAD: FALSE INCENTIVE	BAD LEAD
BAD LEAD: NEVER REQUESTED INFO	BAD LEAD
BAD LEAD: BAD NUMBER	BAD LEAD
BAD LEAD: WRONG GEOGRAPHY	BAD LEAD
NOT INTERESTED: PROGRAM NOT AVAILABLE	NURTURING
NOT INTERESTED:STUDENT NOT ACADEMICALLY QUALIFIED	NURTURING
NOT INTERESTED: STUDENT REQUESTED NO CONTACT	DNC
NOT INTERESTED: STUDENT CHOSE ANOTHER SCHOOL	PERMANENT OUT
NOT INTERESTED: OTHER	NURTURING

ATTEMPTING CONTACT 2-5

ATTEMPTING CONTACT 6

CALLLED: BUSY TONE	NURTURING
CALLLED: LEFT MESSAGE	NURTURING
CALLLED: NO ANSWER	NURTURING
CONTACTED	QUICK/CONTACTED
CONTACTED – CALL BACK LATER	CONTACTED
CONTACTED - INTERVIEWED	INTERVIEWED
FOLLOW UP SCHEDULED	CONTACTED
NURTURE	NURTURING
DO NOT CALL	DNC
COMMENT	
BAD LEAD: DUPLICATE	BAD LEAD
BAD LEAD: FALSE INCENTIVE	BAD LEAD
BAD LEAD: NEVER REQUESTED INFO	BAD LEAD
BAD LEAD: BAD NUMBER	BAD LEAD
BAD LEAD: WRONG GEOGRAPHY	BAD LEAD
NOT INTERESTED: PROGRAM NOT AVAILABLE	NURTURING
NOT INTERESTED:STUDENT NOT ACADEMICALLY QUALIFIED	NURTURING
NOT INTERESTED: STUDENT REQUESTED NO CONTACT	DNC
NOT INTERESTED: STUDENT CHOSE ANOTHER SCHOOL	PERMANENT OUT
NOT INTERESTED: OTHER	NURTURING

CONTACTED

CONTACTED - INTERVIEWED	INTERVIEWED
CONTACTED – CALL BACK LATER	
CALLLED: BUSY TONE	
CALLLED: LEFT MESSAGE	
CALLLED: NO ANSWER	
FOLLOW UP SCHEDULED	
DO NOT CALL	DNC
NURTURE	NURTURING
COMMENT	
NOT INTERESTED: OTHER	NURTURING
NOT INTERESTED: PROGRAM NOT AVAILABLE	NURTURING
NOT INTERESTED: STUDENT CHOSE ANOTHER SCHOOL	PERMANENT OUT
NOT INTERESTED:STUDENT NOT ACADEMICALLY QUALIFIED	NURTURING
NOT INTERESTED: STUDENT REQUESTED NO CONTACT	DNC

Email Campaign

INTERVIEWED

APPLICATION - DENIED	TEMPORARY OUT
APPLICATION - ENROLLED	ENROLLED
APPLICATION – IN PROGRESS	DEFAULT/APPLICATION STARTED
APPLICATION – RECEIVED	APPLICATION SUBMITTED
APPLICATION – WITHDRAWN	TEMPORARY OUT
CALLLED: BUSY TONE	
CALLLED: LEFT MESSAGE	
CALLLED: NO ANSWER	
NURTURE	NURTURING
NOT INTERESTED:STUDENT NOT ACADEMICALLY QUALIFIED	NURTURING
NOT INTERESTED: STUDENT REQUESTED NO CONTACT	DNC
NOT INTERESTED: PROGRAM NOT AVAILABLE	NURTURING
NOT INTERESTED: STUDENT CHOSE ANOTHER SCHOOL	PERMANENT OUT
NOT INTERESTED: OTHER	NURTURING

APPLICATION STARTED

CALLLED: BUSY TONE	
CALLLED: LEFT MESSAGE	
CALLLED: NO ANSWER	
CONTACTED – CALL BACK LATER	
APPLICATION – RECEIVED	QUICK/APPLICATION SUBMITTED
APPLICATION – WITHDRAWN	
NURTURE	NURTURING
NOT INTERESTED: OTHER	NURTURING
NOT INTERESTED: PROGRAM NOT AVAILABLE	NURTURING
NOT INTERESTED: STUDENT CHOSE ANOTHER SCHOOL	PERMANENT OUT
NOT INTERESTED:STUDENT NOT ACADEMICALLY QUALIFIED	NURTURING
NOT INTERESTED: STUDENT REQUESTED NO CONTACT	DNC

APPLICATION SUBMITTED

APPLICATION - ENROLLED	ENROLLED
APPLICATION - DENIED	PERMANENT OUT
APPLICATION – WITHDRAWN	TEMPORARY OUT
NOT INTERESTED: STUDENT CHOSE ANOTHER SCHOOL	PERMANENT OUT
CALLLED: BUSY TONE	
CALLLED: LEFT MESSAGE	
CALLLED: NO ANSWER	
CONTACTED – CALL BACK LATER	
COMMENT	
NURTURE	NURTURING
NOT INTERESTED: OTHER	NURTURING
NOT INTERESTED: PROGRAM NOT AVAILABLE	NURTURING
NOT INTERESTED:STUDENT NOT ACADEMICALLY QUALIFIED	NURTURING
NOT INTERESTED: STUDENT REQUESTED NO CONTACT	DNC

ENROLLED

CALLLED: BUSY TONE	
CALLLED: LEFT MESSAGE	
CALLLED: NO ANSWER	
CONTACTED – CALL BACK LATER	
ENROLLED – AWAITING FINANCIAL AID	
ENROLLED – DID NOT START	TEMPORARY OUT
ENROLLED – FUTURE START	NURTURING
ADMITTED	ATTENDING

ATTENDING

COMMENT	
---------	--

PERMANENT OUT

CALLLED: BUSY TONE	
CALLLED: LEFT MESSAGE	
CALLLED: NO ANSWER	
CONTACTED – CALL BACK LATER	
DO NOT CALL	DNC
CONTACTED	CONTACTED
BAD LEAD: FALSE INCENTIVE	BAD LEAD
BAD LEAD: NEVER REQUESTED INFO	BAD LEAD
BAD LEAD: BAD NUMBER	BAD LEAD

TEMPORARY OUT

NURTURE	DEFAULT/NURTURING
COMMENT	

BAD LEAD

DNC

LEGEND

STATUS	ACTION	STATUS CHANGE	
---------------	--------	---------------	--

Redistribute
 Notification

Email trigger
 Drip email trigger

Email Campaign