

ASSET 06

Enterprise Edition

30-Day Implementation Sprint

A sequenced four-week plan for installing the first recovery systems without overwhelm.

Implementation Plan

Follow this as the operating calendar after you identify the biggest leak and first fix.

HOW TO RUN THE SPRINT

Best used for

Use this as the operating calendar after you identify the biggest leak so the package turns into installed behavior instead of saved resources.

What's inside

- Week 1 for speed and capture
- Week 2 for follow-up and no-show recovery
- Week 3 for conversion process
- Week 4 for measurement and optimization

Best move tonight

Pick the week that matches your current leak, assign an owner, and define one measurable definition of done before the week starts.

Week 1 - Speed and capture

Focus

Reduce the time between inquiry and meaningful contact.

Actions

Audit forms, connect CRM/tracker, install instant SMS/email, create owner task.

Definition of done

Every new lead is logged, contacted fast, and assigned a next action.

Week 2 - Follow-up and no-show recovery

Focus

Stop leads from dying after one touch or missed call.

Actions

Install 5-touch sequence, reminders, no-show recovery, and long-term nurture.

Definition of done

Every lead has a follow-up path and every no-show receives a recovery message.

Week 3 - Conversion process

Focus

Standardize the path from call to decision.

Actions

Create call framework, objection responses, recap email, and proposal follow-up.

Definition of done

Every conversation has a clear next step and follow-up cadence.

Week 4 - Measurement and optimization

Focus

Turn acquisition into a weekly operating rhythm.

Actions

Review dashboard, evaluate source quality, identify next domain fix.

Definition of done

Each week ends with one measurable acquisition action item.