**Exercise.** In the table below, define up to eight rounds of outbound touches. Your Problem can be repeated, but in those cases the other cells must be different.

**Outbound Call Plan**

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| --- | --- | --- | --- | --- |
|  | Problem | Educational Content | Touch Method 1 | Touch Method 2 |
| 1 | Expensive Outdoor Assets | Recent article about crime in the area – especially copper theft | Voicemail | Email w/ content |
| 2 | Onsite crime and undesired behavior | Case study about your success decreasing crime at another client site | Email | Personal visit w/ printed content |
| 3 | Limited / No staff or resources | Article about the hidden costs associated with trying to self-manage security | Personal Visit w / printed content | Email follow-up w/ a link to the article |
| 4 | Active shooter | Use case of how your risk assessment services can increase a feeling of safety for employees | Voicemail | Email w/ content |
| 5 | Unpredictable security expenses | Case study of how your maintenance agreement made it easier for the finance dep’t  | Email | Personal visit w/ printed content |
| 6 | Onsite crime and undesired behavior | Blog post about the economic impact when undesired behavior is reduced | Voicemail | Email w/ content |
| 7 | Limited / No staff or resources | Brochure of your managed services | LinkedIn message | Personal visit w/ printed content |
| 8 | Unpredictable security expenses | Total cost of ownership analysis comparing break-fix to proactive lifecycle management | Voicemail | Email w/ content |