

What each outcome does

After every call you pick how it went. Pick the honest one: the outcome decides what happens to the business next.

The ten outcomes

OUTCOME	PICK IT WHEN	YOU MUST ADD	WHAT HAPPENS NEXT
No answer	It rang out.	Nothing.	Comes back It returns to the list for another try (timings below).
Left voicemail	You left a message.	Nothing.	Comes back Same as no answer.
Gatekeeper	Someone answered but would not put you through (a receptionist or office manager).	A short note saying why.	Comes back Same as no answer.
Call back	They asked you to ring another time.	The date and time.	Comes back at that time It goes to Call backs and belongs to you, so two callers never ring the same promise.
Interested	They want to hear more.	A note, and the questions on the Learned tab.	Handed over It leaves your list and lands in the CRM straight away as a new lead, with your note and answers.
Sale	They said yes on the call.	A note, and the Learned questions.	Handed over It lands in the CRM as a qualified deal.
Not interested	A plain no.	Nothing.	Finished It is not a request to stop calling, so nothing is blocked.
Wrong number	It is not that business.	Who told you (see below).	Finished That number is taken off the record straight away. If you know the right one, use Something wrong, Better number . It is checked before it is used.
Business closed	They have shut down.	Nothing.	Finished It is flagged for the team to check.
Do not call again	They asked not to be called.	Who said it (see below).	Finished, and contact stops It acts at once. Nobody has to approve it, and you cannot undo it from the screen.

How often a number comes back

AFTER ATTEMPT	NEXT TRY DUE
1st	4 hours later
2nd	24 hours later
3rd	72 hours later
4th	7 days later
5th	No more. It is marked exhausted .

This applies to No answer, Left voicemail and Gatekeeper. Exhausted means "we rang five times and never got a conversation". It does not mean they said no. A kept call back leaves the call-back list.

Who told you

YOU PICK	WHAT STOPS
The owner (a director or the owner)	Do not call again: the whole business, on every channel.
Whoever answered	Do not call again: that number only. A receptionist has not spoken for the owner.
Not sure	Do not call again: that campaign, on every channel. If you cannot tell, pick this.
Wrong number always stops that number only.	

Practice runs. A manager can start a **Practice run** on a list. Every outcome works, but nothing reaches the CRM, nobody is blocked and the results do not count. Use it to learn the screens.

Not on the screen yet

Skipping a call or moving it down the list. There is no "not now" button yet, so you cannot skip a business without logging an outcome. For now, if a business is closed for the day, pick **No answer:** it comes back later.

If someone asks for their data to be removed. There is no remove-data button on the call screen yet. Pick **Do not call again**, then tell your manager the same day so it can be removed properly. Do not argue and do not promise a date.