



Quest

Bulletin.

THE QUEST CONTINUES - ALL THE LATEST UPDATES, HANDY HINTS, AND NEWS FROM YOUR CUSTOMER DATABASE.



In the last 6 months, 2,937 contacts have been made inactive due to 'no response'. Let's find out a bit more about inactive contacts and opportunities to win customers back.

Inactive Contacts



Bought 2nd Hand:	27
Purchaser:	40
Wrong location:	9
Unrelated to housebuying:	12
Opted out of all marketing channels:	20
Concerned about market:	1
Decided not to move:	21
Development not suitable:	16
Financial constraints:	20

Let's kick off with what 'inactive' truly means in the realms of Quest.

- An inactive contact is a contact who has been manually toggled to 'inactive' by a sales team member for one of many reasons. The contact may have told us they have decided not to move, they no longer can afford it or they have bought elsewhere for example.
- Inactive does not mean the contact has been deleted.
- Inactive contacts do still appear on our reports.
- Inactive contacts can still be contacted provided they are opted into our communication channels.

QUICK TIPS



Go and look at your dashboard in Quest to see why contacts have been made inactive at your site

What opportunities can you create with inactive contacts?

Before you make a contact inactive due to 'no response' have you asked yourself if every effort has been made to reach this person who has enquired with us?

1. How often have you attempted to contact them and over what period?
2. Did you both call and email them?
3. Did you tailor your email and give them a reason to call back or did you just attach a brochure?

The standard workflow makes 4 attempts over a week. A further 5-plus attempts should be made over the following weeks and months at different times of day and different days of the week.

In the last 6 months...

917 contacts were made inactive for the reason 'no suitable property'

Have you released other housetypes in the last 6 months that you can speak to these contacts about?

Do we have nearby sites that may offer something more suitable?

651 contacts were made inactive due to 'financial constraints'

We have launched 4 new sales schemes in the last 6 months [105% Part Exchange](#), [Deposit Boost](#), [Mortgage Contributor](#), [Family Cashback](#) - have you reviewed these inactive contacts in line with these new schemes and shared the benefits to see if we can work toward their dream home?

985 contacts said they 'decided not to move'

Might they reconsider when you tell them about our new schemes?

A lot has changed in 6 months, we have more product to show as opposed to off plan, more ways to buy, interest rates are calming and halved inflation is showing future stability. These are great conversations to reinvigorate these prospects.



Set yourself a challenge! Which of your inactive segments are you going to target this week? Don't rush the calls - make sure you read the interaction history and tailor a great conversation to reactivate your prospect.

For more help and guidance on a range of other topics, including latest training, FAQs and helpful guides please visit the [Quest Grapevine](#) page.

For any support queries, please contact support@mms-marketing.co.uk.