

Private-Event Follow-Up Template

Buyer-stage sequence for useful, ethical follow-up

Use this one-page summary as a discussion aid.

- 1** Use buyer stage and engagement signal to choose the next touch.
- 2** Make each follow-up reduce uncertainty or advance the decision.
- 3** Respect consent, relevance, and timing.

No fabricated benchmarks. Use with the full guide at insights.cliqspark.com.

Find My Next Step: <https://insights.cliqspark.com/find-my-next-step>