GIRARD ADVISORY GROUP · THE CONTACTABILITY METHOD

The Contactability Scorecard

Call screening, spam labels and message filters now decide whether your first contact gets through. Fifteen checks show whether your outreach reaches the people who asked for it.

For career colleges, schools and businesses

Score each check: **0** = No **1** = Partly **2** = Yes

R — Register your identity

Can the carriers and inboxes verify who we are? ___ / 6

- Every calling number is registered with the carriers' analytics providers and checked monthly for spam labels. (0 1 2)
- Our business texting is registered (10DLC), and test texts arrive on every major carrier. (0 1 2)
- Every system that sends email in our name passes SPF, DKIM and DMARC. (0 1 2)

E — Explain what happens next

Does the prospect know who will reach out? ___ / 6

- Our thank-you page says who will make contact, from what number and when. (0 1 2)
- We offer a contact card so prospects can save our number. (0 1 2)
- Our confirmation email and text repeat the same name, number and promise. (0 1 2)

A — Ask them to go first

Has the prospect contacted us first? ___ / 6

- Every form and event gives prospects a way to text or call us first. (0 1 2)
- Prospects can book their own call or visit from the first message. (0 1 2)
- Inbound texts and calls from prospects are answered within minutes. (0 1 2)

C — Call warm

Is the call expected and specific? ___ / 6

- A personal text goes out before the first call. (0 1 2)
- Every representative opens with name, organization and the reason for the call. (0 1 2)
- A new inquiry gets its first response within five minutes. (0 1 2)

H — Hold one owner to the number

Does someone own the contact rate? ___ / 6

- We review contact rate weekly by representative and by phone number. (0 1 2)
- One named person owns the contact-rate number. (0 1 2)
- We test our opt-out words every quarter, and they are honored in every system. (0 1 2)

YOUR TOTAL

____ / 30

24 to 30	**Getting through.** Your first contact reaches the prospect.
15 to 23	**At risk.** Filters are costing you contacts you paid for.
0 to 14	**Filtered out.** Most first attempts are not getting through.

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