



Task Subject Line Examples

A= Hot

Task Subject Line = A- Great HH—4 Cars—Homeowners—Life Prospect
Move forward based on the conversations with prospect!

N= New

Task Subject Line = N- 1—New Lead—Day one
N-2 Day 2—Good HH—4 cars

R= Renewal

Set once the prospect has been through the complete process!
Set out 45 day prior to renewal!

C = Cold

Moves to cold only when the prospect has gone through 2
renewal cycles without contact!

