



FIELD GUIDE

**SUPPORTING OUTREACH
WITHOUT CROSSING
AUTHORITY**

TANTA GLOBAL ASSIST

WHAT THIS FIELD GUIDE IS FOR

Outreach support requires discipline, restraint, and accurate tracking.

Why This Practice Matters in Client Work

Follow-ups directly affect revenue.
Untracked outreach creates risk.

Core Principles

- Cadence must be explicit
- Messaging must be approved
- Escalation beats improvisation

Common Failure Patterns

- Over-following up
- Responding beyond scope
- Tracking informally

Practical Approaches That Actually Work

- Track last contact and next action
- Clarify stop conditions
- Escalate when unsure

What This Practice Helps You Do

Support outreach reliably without misrepresentation.



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