

# IF YOU'VE NEVER: FOLLOWED UP LEADS

Once you've communicated with a potential client, the most important thing you can do is to follow up with them. Following up establishes your reputation as being dedicated and professional, and it builds the relationship. According to InsideSales.com, 50 percent of sales happen after the 5th touch, so consistent follow-up is crucial for building relationships that lead to sales. Here are some tips to help you build good follow-up habits.

- Follow up immediately after interacting with a potential client. There's no such thing as too soon. If you get a lead online, respond within five minutes.
- Ask your potential client how they prefer to be contacted and honor that preference. There are many ways to stay in touch: via phone, face-to-face meeting, text messages, email, traditional mail, or social media.
- Follow up with active clients every day.
- Be 100% reliable: if you say you're going to do something, do it. If you tell your client you'll send them new listings, return a call or get them an answer to something, follow through.
- Call back if you don't reach them the first time. People don't always pick up on the first call. Many also don't answer calls from numbers they do not recognize.
- Establish a communication calendar, such as eight contacts, once per week, over eight weeks.
- Instead of simply asking whether someone is ready to sell/buy yet, give them useful information, such as a local market report, or tips on the process. This will keep you top of mind when they are ready.
- Focus on building the relationship, not on making the sale. Instead of making a pitch, engage about family, work, personal events, and other topics.
- At the end of a conversation with your contact, ask permission to follow up within a certain period of time. If they say yes, then do so.
- If someone doesn't contact you back after the 6th contact, that's often a good time to check in about whether they want to stay on your contact list.
- If someone asks you to stop contacting them, stop immediately.



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