



FOLLOW UP

Having solid follow up strategies and tactics will separate you from the dozens of other sales reps who calls the same prospects as you.

Get commitment for the follow up.

Perhaps the single biggest mistake customer service reps make is not establishing a specific date and time for the follow up call at the end of their initial call.

For instance: “I’ll be glad to write up the quote and e-mail it to you and I would like to recommend that we set up Tuesday, the 16th, at say, 8:45 a.m. to review it in detail and determine the next steps if any. How does that sound?”

Creating a deadline is a simple but extremely powerful tactic. Use it.

Build equity and be remembered

After every quote, send an email to say thank you. Simply say, “John, thank you for taking the time speaking with me today. I look forward to chatting with you further on Tuesday the 16th at 8:45 a.m. Kind regards. . .” No more, no less.

At some level this registers in the client’s mind and creates a degree of “equity” in you. It differentiates you and it gets remembered.

E-mail a reminder and an agenda.

The day before your follow up call, send an e-mail to your prospect to remind them of your appointment.

“John, the call should only take 10 minutes. We’ll review the proposal and I’ll answer any questions. And then we’ll determine the next steps, if any.”

Call on-time

Never, ever be late with your follow up call. Not even by a minute. The promptness and respect you show on a follow up call reflects on you, your company and your products.

Be persistent, be polite, and be professional but not a pest

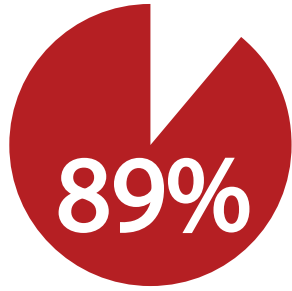
If you follow this formula, about 70% of the time the client is there. But, that leaves 30% who are not for one reason or another. If the prospect is not there, leave a message so that she knows YOU called on time. Say,

“Hi Debbie, it’s _____ calling for our Tuesday the _____ from _____ calling for our Tuesday the 16th, 8:45 a.m. appointment. Sounds like you might be tied up for a few moments. When we last spoke you were concerned about the _____ and the content of _____. I ‘m sure you don’t want that happen. . .So, my number is _____.”

So far you’ve been persistent without being a pest. Now, give the prospect a chance to call. A good rule of thumb is a half a day. Four hours is plenty of time and space for the prospect to call you and more importantly, it doesn’t make you look desperate or annoying.

If that doesn’t work make two more follow up calls but space them three business days apart. This shows persistence but the calls are spread far enough apart that the client doesn’t feel like she’s being stalked. If there’s no response by then, you probably won’t get one but at least you took a good stab at it.

Make the most of your follow up calls and watch your sales grow.



89% of consumers have stopped doing business with a company after experiencing poor customer service.

