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## **Rebounding Your Way to Sales Success**



**Two guys who made a living rebounding and following up.  
One you know as Dennis Rodman. The other is a great  
human being named Jason Byrd.**

I'm in sales, but I think it's true in all aspects of life. Great follow up is the difference between having what you want in life and not. Most folks in sales don't get to where they want to be in life, and I estimate 80% of sales people don't give extraordinary follow up. Not a coincidence! If it was just present your offer or service and everyone buys, follow up wouldn't be necessary. But we all agree that's not how life is. So if we agree, then let's agree that follow up is extremely important.

My visual for follow up is rebounding in basketball. The sales call is like a shot in basketball, and just like in sales it does go in about 35% of the time. Average basketball game scores would be 31-29 without rebounding. But the reason why games are 100-98 is all the second and third chances because of rebounding. Famous basketball coach and current GM of the Miami Heat Pat Riley has a saying, "No rebounds, no championship rings". The same is true with sales follow-up. "No follow up, no financial freedom!" Just like all the extra sales you get by going back, calling, emailing, staying on the prospect. Show me a successful person without follow-up and I will show you a unicorn, (second unicorn reference is for Brad Sampson) because they are both myths.

Crystal, my lovely wife, started a career in real estate, and she was on the fence about making an additional phone call to a family that was looking to list their home for sale. The family was interviewing four to six other real estate agents. Being a salesman since 21 years old I STRONGLY encouraged her to call the family again. Crystal said she didn't want to "bug" them and that they would call her when they were ready.

After a bit of overbearing nagging on my part, I told her to think happy thoughts and she would probably just get voice mail so zero pressure. I encouraged her to leave a peppy (she exudes peppy 24/7) voicemail, and basically say, "I can't wait to get started and get your lovely home sold for you." She got the real estate listing a few days later, but I'm convinced the extra follow up and really WANTING the opportunity to help them help beat out 4-6 realtors who had bigger names in the community. Never under-

estimate follow up. It's the difference in achieving your goals and dreams or not. There's a saying "a goal is just a dream, without action." Follow up is the mandatory action for success.