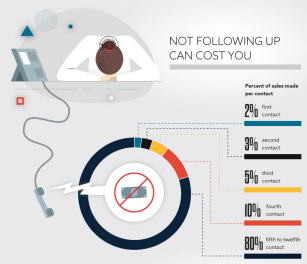


THE POWER OF FOLLOW UPS

What do you do after reaching out to a prospect for the first time? If you're not following up, then by almost every statistic, you're leaving money on the table.



UNFORTUNATELY, MOST SALESPEOPLE GIVE UP AFTER JUST 1 ATTEMPT

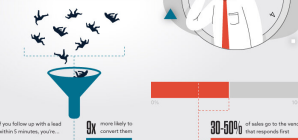


THIS DOESN'T ALIGN WELL WITH THE FACT THAT MOST OF YOUR POTENTIAL CUSTOMERS PROBABLY AREN'T READY TO BUY YET



BY FOLLOWING UP, YOU'RE THERE WHEN YOUR PROSPECTS ARE READY TO BUY.

WHEN FOLLOWING UP, SPEED IS OF THE ESSENCE



SO, HOW DO YOU FOLLOW UP?

First, try to set the follow-up quickly before it begins by scheduling the next call prior to ending the last call.

AFTER THE FIRST CALL ENDS AND YOU HAVE THE NEXT CALL SCHEDULED...

1. Immediately send out calendar invites for next call
2. Immediately send email
3. Summarize the call
4. Explain what will happen on next call
5. Tell them that the next calendar invite has been sent
6. Give that call-in details for the next call and be sure it's hours prior to the call
7. Trigger an automated email sequence (Drip) OR if that isn't an option use CRM or calendar message

AFTER THE FIRST CALL ENDS AND YOU DO NOT HAVE THE NEXT CALL SCHEDULED...

1. Immediately send email
2. Summarize the call
3. Explain what will happen on next call
4. Mention the handle that kept you from scheduling the next call (e.g. prospects return from vacation)
5. Say you'll be in touch soon to reschedule the next call
7. Trigger an automated email sequence (Drip) OR if that isn't an option use CRM or calendar message

NOW THAT YOU HAVE THE RIGHT INFORMATION, REACH OUT TO YOUR PROSPECTS AND STOP LEAVING THAT MONEY AT THE TABLE.