

# Why Follow-Up?

## With Prospects

- ⇒ Unless you were referred to them by a friend, they won't think you exist until they've heard your name five times
- ⇒ Contacts / communication show your interest in helping the prospect
- ⇒ No doesn't mean no...it just means not now!
- ⇒ Indicates good business practice
- ⇒ Once you are top-of-mind, you will need to stay there
- ⇒ There are probably other service providers who do what you do and will be following –up with the prospect
- ⇒ Put yourself in the prospect's shoes – wouldn't you want to work with someone who wanted to work with you?

## With Clients

- ⇒ Ask for referrals to client's friends and business associates
- ⇒ Get more work from this client – this is your easiest sale. They already know and like you!
- ⇒ If you don't ask for new business... You probably won't get it
- ⇒ Hear about complaints on your recent projects – Fix them quickly!
- ⇒ It's polite, and shows you are interested in how the client is doing!

Contact Doug Hall for more information : **512-306-8444**

# Follow-Up Ideas

(You don't have to be selling every time you follow up!)

- Lunch or coffee
- E-mail is popular – one page only
- Telephone call or voice mail message
- Summaries of new regulations and rulings
- In-person appointments
- Accidental meetings
- Personal letter
- Thank – you notes for new business and referrals
- Announcement cards
- Nice-to-meet you notes
- A hot lead for their business
- Articles of interest – newspapers, magazines, internet
- Sending clippings or cartoons
- Extending invitations to a meeting, seminar or event you are going to
- Reminder cards – we're still around and interested in your business
- Holiday cards

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