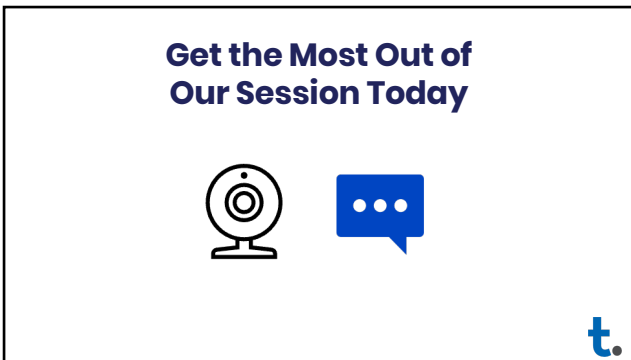


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Today's Objective

- Techniques to close more deals through effective follow up
- 5 Power Strategies
- Follow up templates



4

How much money are you leaving on the table?

5

Persistence Pays Off

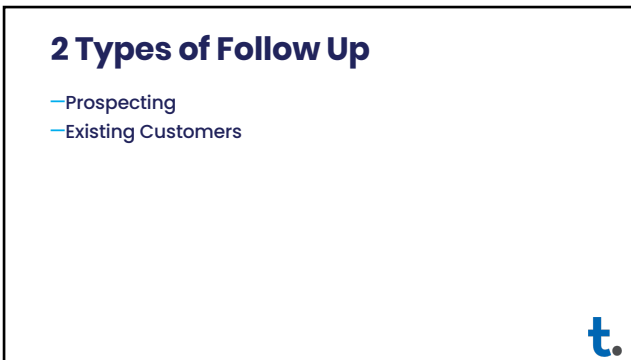
Follow Up	Sales
48% never follow up	<1%
Once	2%
Twice	5%
Three times	10%
Four plus	80%+



6



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11

When to Follow Up with Prospects

- Inbound Enquiry: Within 5 Minutes
- After Proposal: 2-3 days after sending
- Post-Meeting: Within 24 hours, followed by scheduled check-ins.



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48% of sales people don't follow-up after the first meeting



13

Part 2: Existing Customers

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When to Follow Up With Customers

- First purchase: Within 24 hours
- Periodic check-ins: Regularly check satisfaction, monthly, quarterly or semi-annually.
- Promotional Events: Follow up during special promotions or new product launches, after trade shows



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All Accounts Are Not Created Equal

- Plan and allocate your time wisely
- Identify the amount of time required for each account and build a communication plan around it



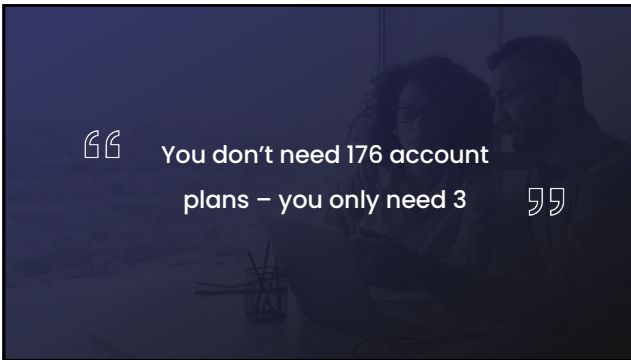
16



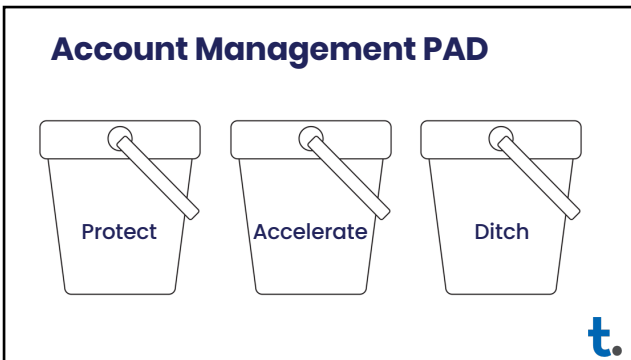
I don't have time to build individual plans – I have 176 accounts!



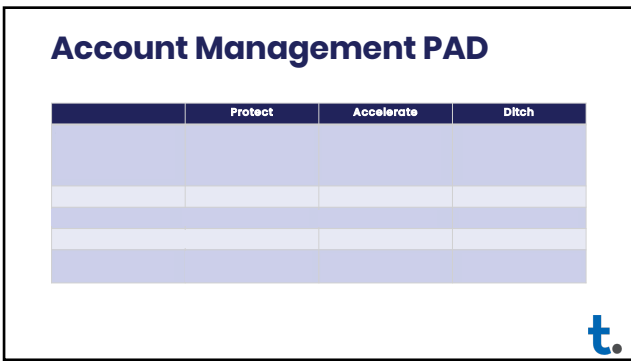
17



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20

Consistent Communication

- Effective account management requires ongoing interaction
- Stay top-of-mind between purchases



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Five Power Strategies

23

Strategy 1

- Personalise your follow-up
- Tailor your messages to each prospect and customer



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Strategy 2

- Be persistent but polite
- Maintain regular contact without being pushy



25

Sergio – Football GOAT



26

Sergio – Follow Up GOAT



27



28

Strategy 3

- Use multiple channels
- Follow up via email, phone, social media, zoom and in-person
- Think outside the box - loom video



29

Strategy 4

- Track your interactions
- Keep detailed records of all communications - CRM



30

Strategy 5

—Provide value in each follow-up



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Providing Value

—Product Updates and New Arrivals

Example Email: "Hi [Customer Name], I hope you're doing well. I wanted to let you know about some exciting new products we just received that could enhance your office setup. We have a new range of ergonomic chairs and eco-friendly office supplies. Check out our latest catalog [link]."



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Providing Value

—Special Offers and Discounts

Example Email: "Hello [Customer Name], as a valued customer, we're offering you an exclusive 10% discount on your next purchase. This includes all office supplies, from pens and paper to printers and furniture. Use the code THANKYOU10 at checkout [link]."



33

Providing Value

—Industry Insights and Tips

Example Email: "Dear [Customer Name], I wanted to share some insights on how to improve office productivity with minimal changes. Did you know that using color-coded filing systems can reduce time spent searching for documents by 30%? Read more about it in our latest blog post [link]."



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Providing Value

—How-To Guides and Tutorials

Example Email: "Hi [Customer Name], we know that setting up new office equipment can be a hassle. Here's a step-by-step guide on how to assemble and adjust our latest ergonomic chair to fit your needs perfectly [link]."



35

Providing Value

—Regular Check-Ins and Feedback Requests

Example Email: "Hi [Customer Name], we hope your recent purchase is serving you well. We'd love to hear your feedback to ensure we continue meeting your needs. Please take a moment to fill out our quick survey [link]."



36

Providing Value

—Seasonal and Event-Related Offers

Example Email: "Happy Holidays, [Customer Name]! To help you get ready for the new year, we're offering a 15% discount on all planners, calendars, and organisational tools. Start the new year organized and save [link]."



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Providing Value

—Seasonal and Event-Related Offers

Example Email: "Dear [Customer Name], thank you for being a loyal customer. We're excited to introduce our new loyalty program. For every £100 you spend, you earn 10 points that can be redeemed for discounts on future purchases. Learn more here [link]."



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Follow up tips

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Call To Action

- Always agree on the next steps before ending a meeting
- Ensure clarity and follow through on promises



40

Communicate Their Way

- Ask prospects their preferred method and time for follow-up
- Increase chances of agreement by tailoring your approach



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Follow-Up Sequence

- Develop a structured follow-up sequence
- Thank you note, follow-up timeline, personal connection



42

Purchase Timing

- Most prospects don't buy immediately
- Maintain persistence
- Remember – 80+% of sales happen after the fourth touch



43

Optimal Follow-Up Times

- Best times for follow-up calls
- Wednesdays and Thursdays 2-4 p.m., sometimes Fridays



44

Overcoming Rejection

- Brain processes rejection like physical pain
- Push through the fear of rejection
- Remember – 80+% of sales happen after the fourth touch



45

Knowing When to Walk Away

- Recognise when to stop pursuing a prospect
- Lack of interest, crossed boundaries, compromised integrity



46

Being Persistently Friendly

- Maintain a friendly and professional demeanor
- Keep communications concise and provide value
- Care less



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Summary

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Summary

- Personalise Your Follow-Up
- Be Persistent but Polite
- Use Multiple Channels
- Provide Value in Each Follow-Up
- Act Quickly



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Success is the sum of small efforts,
repeated day in and day out



Robert Collier

50

Wrap Up

- Techniques to close more deals through effective follow up
- 5 Power Strategies
- Follow up templates



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New Sales Programme



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Thankyou!

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Q&A

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