

Sales etips



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Avoid Monotony in Your Follow-Up!

Make the most of follow-up. Use post cards, handwritten notes, email, voice mail, personal letters, clips of newspaper articles, etc. to show your customer that you are a creative and dependable partner. Have a clear reason for a follow-up call. "I am just touching base." or "The reason for my call is to see if you received the

information I sent you last week." is a waste of both the buyer's and your time.

Make the call valuable to the buyer whenever possible. For example, say, "I thought about our conversation and I have some new ideas for you." **or** "I have a different option you may want to consider." You might share a testimonial about how another client in a similar situation benefited from your proposed solution and offer to have him or her contact your prospect. Don't forget to update your prospect with product changes or enhancements that could be of benefit. Use follow-up calls to move the sale forward or to obtain a decision. Take a few minutes to get clear on the purpose of your follow-up call to produce a better result.

"Perseverance does not always mean sticking to the same thing forever. It means giving full concentration and effort to whatever you are doing right now." Denis Waitley, [The Joy of Working](#)

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