



Follow Up

Fortune is in the Follow-Up

Definition

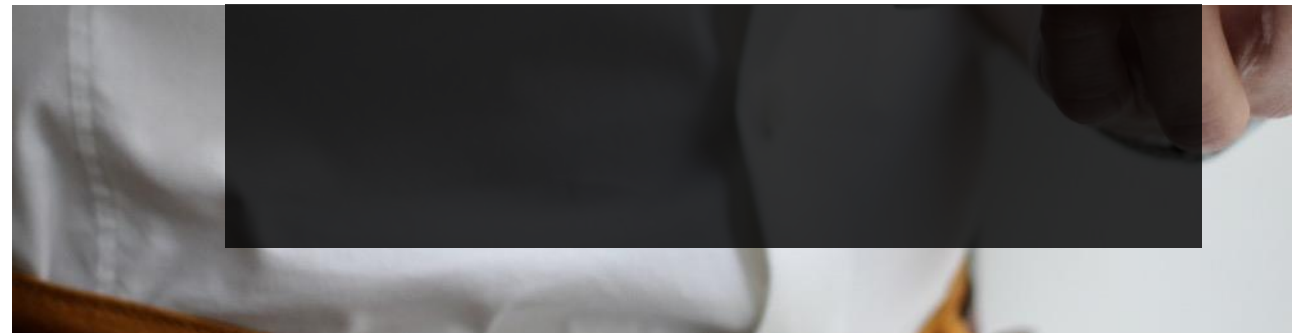
To follow with something similar ,
related or supplementary

To maintain contact with so as to
monitor the effects of earlier
activities

To pursue in an effort to take
further action



What is Follow-Up ?





What Creates this ?

What are the typical circumstances that create a Follow-Up

- An excuse -not really interested
- An objection or more information is required
- Another party is involved or needed
- Tied up and this is not the right time or place
- Too busy to pay attention or distracted
- They need to or want to think about it or
- They need more time to make a decision
- A customer service activity



What People Fear The Most

Fear of them saying NO, being rejected

In the sales industry, fear of the customer saying NO or fear of being rejected is one of the greatest fears that exists and why people don't like "sales" as a career or job.

I suppose one could look deeply at this or simply understand a simple solution to eliminate most if not all the challenges with this area of activity. We all like to do well and succeed.

When we are in sales and make a presentation we want the customer to buy. However if they don't... then this is what causes the negative effects and we start thinking about this before it happens and then because we don't like the feeling we then won't do the activity to begin with.

A Review of the Sales Process

You start out and contact someone.

You work on finding out if they are possibly interested in what you have and would they be willing to hear your presentation.

Now here you may need to make several contacts before you connect or come to an agreement to proceed with your presentation.

Each time you end a call or conversation with the idea of having another or the next so to speak **you are creating a follow-up situation.**

Now here is what's important

Each time you end a call or a conversation for another time the opportunity for them to back away or become not interested or not want to proceed can occur

It all depends on their level of interest and how important what you are talking to them about is to them.

A Review of the Prospects Position

Everyone has a life and is busy and when someone new comes into the picture there is going to be a need to adjust some things to accommodate whatever is going to happen.

You start a conversation like “Would you be interested in making an extra \$5K per month?” and now, what’s going on in their mind once they hear that question becomes the issue.

Are they interested? Or not. Are they busy or not. Are they available to proceed or not. If they respond in a positive way then you can proceed and most do.

They want to hear more but do they have the time, is the environment under your control. In other words what do you need to be aware of as you take the next step, whatever that might be.

The Perfect Scene (As if Scripted)

You have a friend to contact

You call them up and ask them if they would be interested in your deal

They respond favorably

You ask when they would like to meet to discuss

They respond “right away” and you meet

You make your presentation

They like what you are saying

You ask them to join you

They say “Yes”

You sign them up

They buy their first products

You sit down and start working on their plan

The Possibilities that can create a Follow-Up Situation

You have a friend to contact

You can't reach them so you leave a message

They have not answered,

So do you call them again? Or wait? Or Text ?

Do you leave another message?

You reach them and ask them if they have time now to talk and would they be interested in your deal

They can't talk right then and ask you to call them back and they ask what this is about?

Do you tell them or not and what do you leave them with?

They respond that they have the time but they are watching the kids currently and could get distracted.

What do you suggest or what do you say and do

The Possibilities that can create a Follow-Up Situation

You ask when they would like to meet to discuss this and they ask you to call them back as they are not near their calendar.

What do you say and do?

Or They respond “right away” So where and when becomes the question

You agree on a time and place and meet to make your presentation

You make your presentation

They like what you are saying but now want to think it over

What should you do and say

Or they now want to bring in their partner

What should you do or say

Or they say they want to do this in a couple of months

What should you do or say

You ask them to join you

The Possibilities that can create a Follow-Up Situation

They say “Yes”

You sign them up

Or they say yes BUT they can't start right away

Or they say “No”

What do you say or do

They buy their first products and now they have to go

What do you say or do

You get notice that they have received their products

What do you say or do

They signed up but didn't order product and need to leave

What do you say or do

The Challenges that Can Come Up and What to Do

Once you start this process you want to make sure you can get to the end and this is where you ask them to join you or buy your product or service.

Anything can happen and for those with some experience you know this to be true.

The key is to understand and be prepared for whatever happens and make sure you have a plan and a response and this comes with experience.

However to help learn there are techniques that help. Understand, clarify and suggest a solution, then get there agreement.

Understand, Clarify, Solution and Agreement

We have seen the ideal situation and we have seen some things that can come up now we want to get prepared to deal with these through the process of FOLLOW-UP.

Obviously when something comes up to interrupt your course and you need to continue at another time, you want to set the stage so as to make sure that it happens and you have control.

First you want their agreement to meet at a new scheduled time or the next day or based on a scheduled.

In some cases you may want them to do something, like read an article you send them.

Understand, Clarify, Solution and Agreement

You also may want to let them know what you will do for the next meeting like get some research done or find out about a concern or question or some technical aspect they are interested in.

Make sure they know you will be going to work on their behalf.

Get them to write down the time and then verify this by asking them what time you will be meeting to make sure. This would be for someone you don't know well or possibly you just met.

If it's going to be a fairly long time until the next meet up, let them know you will send them a reminder and get their OK on this.

Understand, Clarify, Solution and Agreement

As a general rule I always told my prospects or new distributors what I wanted or what I expected or what was going to happen ahead of when it would or ahead of when I would do an activity.

I wanted to make sure that they understood the rules of engagement and this was something they would learn and pass on. This then eliminated a surprise.

An example of this would be buying products once you became a distributor.

Another example; talking to their down-line and working with them directly.

Understand, Clarify, Solution and Agreement

So whenever something comes up you first want them to clarify what it is so you understand what is meant by their statement.

This then allows you to come up with a solution that can be agreed to and most live up to their agreements and then you can move on to the next call or meeting and continue your process.

Let's take a look at some examples that come up and what can be done.

Remember that a lack of understanding prevents action, so in many cases if they don't move forward it is based on a lack of understanding something about what you are offering or presenting.

The Challenges that Can Come Up and What to Do

An excuse -not really interested This is typical in that you contact someone and they give you some kind of excuse why they can't talk now .
One could be they are simply not interested but can't tell you NO

Another could be it's legitimate and they can't speak now due to a circumstance

As you never know the procedure is the same.

Clarify; "OK, I understand, "

Set an appointment or create an agreement to speak in the future.

Is Monday a good day? I'd like to follow up next week Tuesday, does that work for you?

The Challenges that Can Come Up and What to Do

An objection simply means more information is required or it is legitimate

If a true objection comes up then you need to apply the same drill,
Clarify so you understand the specifics
Create an agreement based on a solution
Continue on your process

If more information is required and you need to find it and then get back to them set it up properly.

Clarify, let them know what you will be doing, set up an agreement to meet again or set up a specific time to call or zoom or do a 3 way.

The Challenges that Can Come Up and What to Do

Another party is involved or needed

This happens when you are dealing with a couple situation and the other person is not currently involved in your conversation but you find out that the person you are speaking with will need to confer with them.

If this comes up you want to arrange to have a meeting with both before you move on which means you want to create a Follow-Up situation.

If the person states that this is their decision alone then move forward but be cautious as in most cases they will then bounce what you said off of their partner and this can be tough to deal with

The Challenges that Can Come Up and What to Do

They need to or want to think about it or They need more time to make a decision

This is probably the greatest area that comes up that creates the need to Follow-Up. You make the presentation, ask them to join you and then you get hit with

They need to think it over or they need more time. Now these can be excuses to get out of the call or they can be legitimate, in either case the response is the same.

Clarify to understand “so what exactly is it that you need to think about?” or “how much time do you need to make a decision”

When they answer then you have something to deal with specifically.

The Challenges that Can Come Up and What to Do

So if they answered with “they need to think about it”

“so what exactly is it that you need to think about?”

Ask “What specifically do you need to think about” If it is real then they will give you something specific, and if it is not real they won’t be able to be specific.

If it is something specific then address this, clear up what they are concerned with and then ask again to join you.

You would continue on this line until you handle all of their concerns.

Preparing for the Follow-UP Call or Meeting

The Key to Follow-Up is knowing what to say or having something new to talk about. And if this is set up right then your prospect is waiting to hear what you have to say.

Most don't follow-up because they are afraid of the NO answer , rejection and of course they have not set it up or prepared .

What I came to understand that this was a numbers game like any sales business and you never knew who would say yes and who would say no.

The whole object was to focus on the activity and don't worry about the result followed by push out as much as possible or until you reach your objective.



Thank You

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