



Where is Your Fortune?! (2-4)

Fortune is in the Follow-up!

Where most people succeed and earn the large incomes in any business is in the follow-up!

People that start working for themselves often run into a unique challenge on their way from "leaving the rat race" to running their own successful business.

Once their marketing machines are running smoothly, generating leads is not a problem. The next challenge is generating the most profit from the existing flow of leads. One crucial key to generating maximum profit per lead is follow-up. The fortune lies in the follow up!

Unfortunately, many times, we neglect follow-up.

The typical marketer may send one follow-up email, mail out a single brochure, make one follow-up call, or send out one fax, and then sit back and wait... Wait for the prospect to visit our web site, become a client, email with further questions, or take another desired action.

THAT is a big mistake!

Even seasoned marketers, who are keenly aware of the value of follow-up, sometimes neglect this crucial activity.

Offline follow-up, of course, is more time-consuming and expensive than online follow-up, considering the time and expense involved in long distance phone calls, mailing or shipping of marketing materials, and so forth. You must use both online and offline methods to maximize your success.

Due to its speed and low cost, email could be considered the ideal follow-up marketing tool; couple this with a phone call to let prospects know you emailed them. We would also recommend other technology tools (i.e., Skype, social media, and so forth).

Why is there a need for follow-up?

It is a fact that most people typically don't buy (or take other desired action) because of an initial marketing contact, even if they are a perfectly targeted, prime candidate.

Eighty percent of all sales take place after the initial contact of the phone and in-person. What's more, it's not unusual for some follow-up marketing contacts to generate the same percentage of sales or other desired action as the initial contact.



There are a variety of things that can prevent prospects from taking desired action because of initial marketing contact.

For instance, they may:

- Have forgotten about your offer.
- Be procrastinating for one reason or another.
- Have misplaced your offer, or in the case of email, accidentally deleted it.
- Have not received your email because it went into their SPAM folder.
- Be swamped with so many other things to do that they haven't yet found enough time to act.
- Be distracted by "information overload" or other things in their busy lives that they either missed your first contact entirely or haven't had time to act on it yet.
- Do not have enough information to decide what to do about your offer.
- Do not understand what you are offering.
- Haven't developed enough trust in you.... or any number of other reasons.

You've heard the following cliché before, but it's worth repeating: "marketing is a numbers game." The greater number of contacts you have with a prospect, the greater the chance they will finally act on your offer.

This other saying is harsh, but it is true:

"Some Will, Some Will Not, So, What, Next."

Different prospects will, of course, be at various stages of the sales process. Some may be just one follow-up contact away from acting on your offer; other prospects may require several more contacts before they finally act.

The question is, *"will you persist at follow up long enough to motivate your real prospects to act on your offer?"*

Follow up may seem like a mundane activity, but if you want maximum sales, you should seriously consider implementing a systematic follow up system.

Therefore, you're prospecting book is an absolute necessity so that you know where you are, what you have been doing, and where you are going (we recommend you engage a Customer Relations Management System, Auto Responder Follow up Email System, Smart App



Technology, etc.). Otherwise, you' are probably wasting a significant percentage of resources you invest to acquire your leads and are overlooking a gold mine!

Ways and Means of Effective Follow-up

Once a lead and/or prospect has expressed an interest in your offer and asked for more information, a special approach is necessary. You cannot simply send the lead a summary of your offer and then forget about it. Your lead has now become "special case '(hot prospect)' potential revenue"! Refer to section 2 and section 7 about how to follow up with specific steps.

You need to follow up and then follow up some more until you reach a logical conclusion that will either result in a sale or the removal of the lead from your list because the lead has decided against your offer.

To accomplish an effective follow-up procedure, you should ideally isolate "hot leads and warm leads" from your other leads (cold) and send special follow-up emails and calls - regularly.

Whatever you do - do not forget about the most crucial aspect of your business. There is truly a fortune in the follow-up!

Are You Following Up for More Success in Your Relationships?

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