



The Psychology of Email Marketing (5-3)

Follow-up is important to any successful business.

From time to time, email your prospective client about what you talked about, what points were brought up last time on the phone, how you can help, and if they are ready to take next steps with your solutions that will help with their challenges.

- Members can refer to our marketing folder and Linked In folder for example letters that we use for business development, follow-up, and relationship building.
- You can also write some of your own copy / letters from these example letters.

We would recommend utilizing a customer relations management system (Google CRM).

As you continue to follow-up, not being a pest, but providing information that is positive each time, your prospective client becomes more of a possibility of a client.

Follow-up builds rapport, more trust, and shows the prospective client that you are in this for the long-term. You are practicing what you are preaching and what you stand for in your company.

Keep up the magnificent work, because "Steady plodding does bring prosperity!"

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