

GRANT CARDONE

10 Biggest Follow-Up Mistakes

EBOOK



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NOT MAKING THE CALL

The #1 mistake in sales is never making the call. You're too busy organizing, searching the CRM, looking for a script, thinking about what you're going to say, trying to find what Grant Cardone said—MAKE THE CALL. 48% of all sales people don't make the call. ALL you have to do is make the call! And then you're at least better off than the 48% of people who don't.

I don't care what you say, if you don't know what to say yet—MAKE THE FRIGGIN CALL. And the more calls you can make, the better off you are. They told you they aren't going to be home today? CALL THEM. I don't need them to be home. They're out of town? CALL THEM. He said he's in a meeting. CALL HIM.

When you're spending time making "reasons" not to make calls you need to be unreasonable and make the call. I'll walk in my sales room, get a cell number and call before I even know what I'm going to sell them.

SHOW UP

Greatness will not find you until you show up. Creativity will not find you until you take action.



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NOT MAKING ENOUGH CALLS

Not enough contacts, frequency, not often enough, volume—all of these describe the second most commonly made mistake in sales: not enough calls. 80% of all sales are made between the 5th and the 12th contact. The average sales person doesn't make any calls. The numbers are ridiculous. You need to make at least 5 requests to make the sale.

If you think it's going to be one, two, three or even four calls you aren't going to make it. Your buddies are with you and you complain no one ever calls back, no one ever picks up—act like a grown up. This is the real world.

You're not making enough phone calls. You're not making enough emails. You're not sending enough texts for anyone to know you exist. It's the same problem for you on social media—you don't exist. You Tweet twice a day into a sea of 500 million Tweets that go out every day and expect people to notice.

Five to twelve calls, not one or two, is what you need to think with for follow up. You need to rise above the noise.



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CALLS NOT ON REGULAR BASIS

Your calls need to be on a regular basis. Randomness, one call now another call in 30 days, 3 months now another one—you need volume and you need frequency.

It's like working out. You can work out once a week, different days every week, skip weeks—who cares? You aren't getting results you're just getting pain and sore muscles. Just stay home and eat cookies.

The way for the workout to work is to do it every single day. You're going to feel better about your self, create a discipline, it's going to create a different self esteem. The same goes for follow up, the calls the emails and the contacts must be regular.

“With follow up, be the stream, not the rock.” – GC

Be consistent and regular, there all the time. When you call people back with regularity will start to build your persona in the marketplace and take you out of obscurity. You become dependable, trustworthy and become the contact to give a contract.

WAITING TOO LONG TO FOLLOW UP

Waiting too long is a major mistake in follow up. The speed at which you can operate will give you a tremendous amount of leverage in the marketplace.

Follow up within the **first 60 seconds** increases chances of conversion by ~320%

Imagine that? Just by doing something FAST increases your chances by over 300%. Why would speed be so important to your customer? Speed is certainty. Speed is security. Speed says you're the only person. When someone jumps up and confidently says, "Follow me. I know where I'm going" you're going to follow him before the guy who stands up and says, "Well, I'm not sure, I think we should try this..."

Don't wait too long to do your follow up. If you have their number follow them up—don't worry about your CRM, if you're organized or what you need to say. If you know where they live, drive over there and follow up.

Waiting too long... Don't do it to yourself, your customer or your business.

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LACK OF VARIETY IN REASONS TO CALL

Lacking variety in reason to follow up is a major mistake. In a transaction you can't just keep repeating the same thing over and over to get a deal. Not unlike working with your kid every day—you need variety or you'll get bored. You can't be dependent upon one mechanism. It doesn't matter if you like handwritten notes, it doesn't matter whether you like phone calls, it doesn't matter if you like leaving a message—this is for them, not for you.

Because you lack variety you become predictable and run out of reasons to follow up.

Use the whole gamut, use everything in your arsenal:

- **Text**
- **Email**
- **Handwritten notes**
- **Personal visit**

I hate personal visits. I hate getting into the car, driving across town, walking in—but personal visits are so powerful you have to make that investment. You have to be willing to do the things you don't want to do and use the full variety. That is what will show your client that you are there for the long run, you're creative, you have solutions, and you're willing to do whatever it takes, whenever it takes, however it takes to get the job done. Use variety. Don't get too comfortable and too reasonable with the same old mechanisms. Add variety to your reasons to follow up.



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NO CLEAR PURPOSE IN THE CALL

Another mistake is no clear purpose for the call, the contact, the personal visit, the text—you need a reason.

The way I start my calls has always been the same: “Hey, the reason I’m calling you...” I tell everybody the reason up front. Think of this scenario: you’re meeting a client, you have an appointment, I need 8 to 10 minutes max. My intention on this call is to have my product on our product before I leave.

My intention wasn’t to be there to ask about the kids and how everyone is doing. Some people like that, maybe that’s good for your client—if it is, do that, but make sure you are there with a clear intention and purpose. Was your clear purpose or reason to find out about the kids? If it was, don’t present your product—you see what I’m saying? But if your purpose was to make contact, to show them your product, to get a decision then why don’t you make your attention clear up front?

Even if you’re going to present to an individual, a small group or an auditorium full of people—doesn’t matter—always let them know what your purpose is up front. Just be honest about your clear purpose, and you’ll always have one.



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NOT LEAVING A MESSAGE

More sales people do this, than don't. "I don't want to leave a message, they'll think I'm desperate. I've called them so many times, I don't want to leave a message." Why not?! You are desperate, who're you kidding—are you hungry for business? Then let people know it!

I don't know why so many people are hiding behind this idea of not looking desperate. Look, I'm trying to grow my business—I'm desperate. Every time I call someone, I leave a message. Every time I make a visit down the street, I leave a business card there with someone—even if I've been there 3 times that day. I want their business.

I had a customer tell me their boss told them a story of how Grant Cardone visited his office every day 20 years ago. I went in, waited for an hour, didn't see him, went back to my hotel. Did this for three days, and then started going twice a day. In 7 days I visited their office 10 times—and never earned his business. But he's been telling his employees about me and how I follow up for 20 years.

Be the stream. Whether you're on the phone, leaving a message in person, or emailing NEVER make them feel bad, just leave a message!

Always, always, always leave a message.

NOT COLLECTING CRITICAL DATA FOR FUTURE SALES

This is a mistake in follow up, whether you sell cars, watches, furniture, investment portfolios or work for a bank you need critical data for future sales—other potentials.

Understand this, I bought a watch recently, had the watch for a day, and was already thinking about another watch. I bought my wife a Range Rover and by the time it got delivered I told my assistant if they follow up ask them what it would cost to get a white one. As a consumer I'm literally thinking to reinforce the first purchase with a second purchase. Have you ever been to a furniture store? Went in, bought some furniture, and on the ride home thought, "Why didn't I buy that side table? Wish we had grabbed that lamp. Why didn't we get the matching bedding?" Happens to everybody. People who make investments make their initial choice and then immediately wonder, "Did we invest enough?"

If you're not collecting critical data and not looking for future sales is a mistake. Always end these calls looking for other potential sales, looking for buying cycles and what's next.

CRITICAL DATA:

Collect it, log it, look for it, have it.

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NOT ASKING FOR REFERRALS

“Who do you know? Who’s most likely to buy a product we have or use our service? My business depends on people like you doing business with people like me—Who do you know?” When my wife calls delivery for dinner, I know people who want delivery. I have a \$4,000 Kangen water filter. I actually know more people who want and can buy that machine than the guy selling it.

There is no rule, just know this:

- **Ask**
- **Ask often**
- **Ask frequently**
- **Keep asking for referrals**

It’s not going to offend anyone. If you provide more value for your product than the price, it won’t be a problem asking for referrals.

DON’T SAY:

“If you know anybody, send them my way.

DO SAY:

“Who do you know that would benefit from my product or service?”



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NOT ORGANIZED TO STORE DATA

Look, this is one of the three biggest mistakes I made in my career. I had no CRM in place, I wasn't collecting the data from my phones, I wasn't committed to keeping the data throughout my entire existence. Contacts or contracts—always keep the data, always update them.

Even if you leave a job, do not give them up.

Keep them updated. Keep them organized.

It doesn't matter what you were doing two years ago. It doesn't matter that you aren't in this business or that business, because you're still in the business of people, the business of taking care of people, the business of bringing a great attitude, a great service and a great value. And the people who did business with you three years ago or thirty years ago they are great contacts and you're going to need them.