

GRANT CARDONE

FOLLOW-UP

THE GREATEST

SALES SECRET

OF ALL TIME

TOP SALES SECRETS

THE GREATEST
SALES SECRET
OF ALL TIME



START WITH YOUR POWER BASE

- Zero Cost
- Everyone has one
- Warm Call



“One of the fastest ways to not get into power is to abandon those who have interest in your life.” – Grant Cardone

THE GREATEST
SALES SECRET
OF ALL TIME

AGREE WITH THE BUYER
NO MATTER WHAT

The #1 Rule of Selling
is ALWAYS, ALWAYS,
ALWAYS agree!

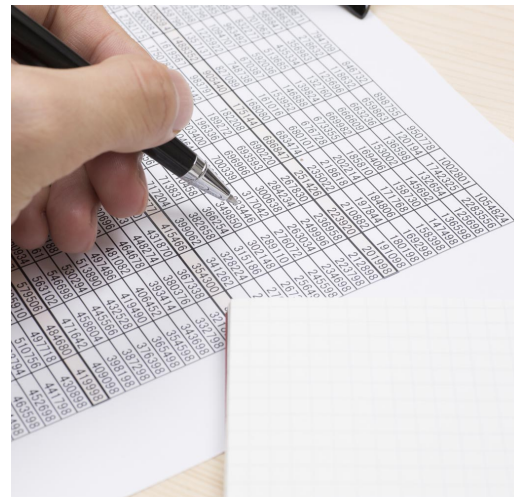


*“Every time you disagree with a customer you add a brick onto the wall you’re building
between the two of you.” – Grant Cardone*

THE GREATEST
SALES SECRET
OF ALL TIME

PRESENT NUMBERS TO EVERYONE

Every customer you sell has one thing in common, they all needed a proposal or contract.



“Regardless of how good a product you have or how great your salespeople are, you can’t sell anyone without first presenting an offer.” – Grant Cardone

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OF ALL TIME

AB OR ABC PROPOSALS

Options give people choices and allow you to use inventory to negotiate.



“The only reason you won’t offer options is because you are a scared closer.” – Grant Cardone

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THE THIRD PARTY TOUCH

Bring 3rd party as second face to add additional service value and uncover new information.



“A second face can extract data you would never expose.” – Grant Cardone

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OF ALL TIME

CAPITALIZE ON THE SECOND SALE

- The 2nd Money is a no brainer
- Immersion is doorway to loyalty
- 2nd Purchase validates first purchase



“Want to guarantee loyalty? Immerse your customer in multiple sales.” – Grant Cardone

THE GREATEST
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OF ALL TIME



THE GREATEST
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OF ALL TIME

The Magic
THE ONE THING

THE GREATEST SALES SECRET

“The great sales people aren’t talkers
they’re professional stalkers.”

THE GREATEST
SALES SECRET
OF ALL TIME

Why is Follow-Up the Greatest Sales Secret?

98/2 Rule

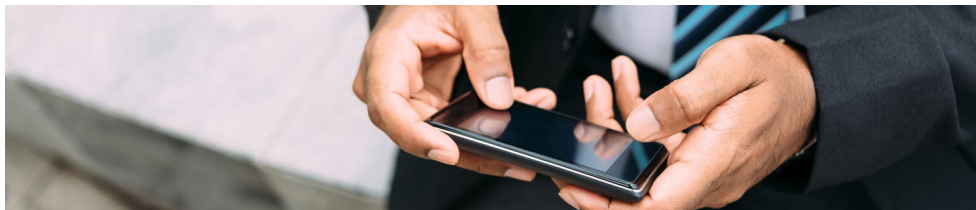
“Follow-Up is the difference maker that will ensure you are best in your space.” - Grant Cardone

THE GREATEST
SALES SECRET
OF ALL TIME

DAY ZERO – 5 MINUTE FOLLOW-UP

“Thanks for your time – Call me 310-777-0255.”

Thank you Text within the first 5 minutes of contact.



“You increase conversion by 9x by following up within 5 minutes.” – Grant Cardone

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SALES SECRET
OF ALL TIME

SAME DAY - FIRST CALL BACK

Within the hour of contact

“Thank you for the opportunity it was a pleasure working with you...”

- Any Questions?
- What did I miss?
- If everything was perfect?
- On a scale from one to ten?
- Who else would be involved in the process?



“I’m in a hurry to help and I act like it.” – Grant Cardone

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DAY 1 – THE 24 HOUR CONTACT

“I have a great idea and would like to set up a time to meet either in person or over video conference call.”

Or

“I have a great idea give me a call back.”
(text, email or VM)



“Time is money – act like it.” – Grant Cardone

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DAY 2 – 48 HOURS

Write handwritten letter
followed up by text and email

***“Dear,
Thanks for connecting.
I have some information I want to
send you concerning our recent
conversation.”***



“More important people than you take time for handwritten notes.” GC

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DAY 2 – 48 HOURS

Text / Email / Call / VM

“Want to be sure I have the right address I have something special to send you?”

Text me back at...”



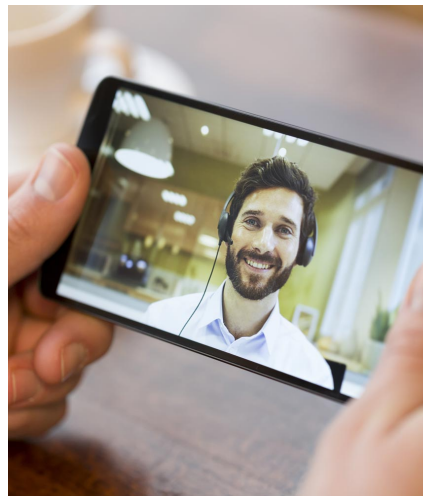
“I will make more phone calls in first 24 hours to one prospect than 95% of all sales people.” – Grant Cardone

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DAY 3

Video Text or Email

***“Hey John, I wanted to put a face to the name.
Give me a call back – 310-777-0255.
My management team and I met and we have
some great ideas to earn your business. ”***



“Put a face to your service and you become more real to your prospect.” – Grant Cardone

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DAY 4

Personal Visit

“John I want to fly out and meet with you and your team.”



“Take time out of the sale by removing distance from of the sale.” – Grant Cardone

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DAY 5

Thought of You Follow-Up

“I was thinking of you and saw your new commercial – congrats great job. By the way, can you call me back with who your creative is...”



“I think of the unsold everyday.” – Grant Cardone

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DAY 10

Event Offer

“We have a great event coming up and wanted to invite you and your business to attend.”



“If you can’t sell your friends and your family you need to have your head examined.” – Grant Cardone

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DAY 14

Informational Links

“Noticed the movement in the 10 year today and thought of you. Call me if I can help – 310-777-0255.”

<http://data.cnbc.com/quotes/US10Y>



“The use of 3rd party data can make anyone look like a genius.” – Grant Cardone

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Org Plan Creative

Day 21 - Video Email

Day 30 - Event Offer

Day 40 - Thinking About You

Day 50 - Special Offer

Day 60 - Personal Visit Offer

Day 75 - Photo Mockup

Day 90 - Management Call

Day 100 - Special Gift

Day 120 - Personal Visit

Day 150 - Drop off special offer

Day 180 - Compelling Information

Day 210 - Just got this in via text

Day 240 - Apology Contact

Day 270 - Chocolate boot

Day 300 - Personal of Influence

Day 330 - Testimonial Request

Day 365 - Anniversary Close Call



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“In the confrontation between the stream and the rock, the stream always wins; not through strength, but through perseverance.”

Buddha

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"I started with Grant's follow-up content 2 weeks ago. I was able to bring back a client that will be worth over \$60,000 this year."

Adam Schroeder

Sales & Marketing Manager, Distillata



THE GREATEST
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“I got Grant’s training and since then our household income has already jumped over \$300k!”

Jayme Wait



THE GREATEST
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“I was making only about \$4,000 to \$6,000 selling copy and printing equipment. After 120 days on the program I was making over \$15,000 per month.”

George Miller

Image-2000.com



THE GREATEST
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“We have gone from \$500,000
in sales to \$1.2 million.”

Peter Boland



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FOLLOW-UP UNIVERSITY

- Become a Master at converting the Unsold
- Learn 22 Follow-Up strategies to win more deals
- Understand why Follow-Up has failed you
- Learn the biggest mistakes of Follow-Up



10 Courses



132
Follow-Up lessons
with testing



365-Day Interactive
Follow-Up Tool



Get Cardone Certified
in Follow-Up

~~\$1195~~ **\$495**
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FOLLOW-UP FACTS

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The Importance of Follow-Up

- **2%** of all sales made on the **1st** contact
- **3%** of all sales made on the **2nd**
- **5%** of all sales made on the **3rd**
- **10%** of all sales are made on the **4th**
- **80%** of all sales made between **5th-12th**

“You are a thief to yourself and your success when you don’t follow up.” – Grant Cardone

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Why Do So Many Fail at Follow-Up?

**Tweet me @GrantCardone
why do so many people fail at follow-up?**

“If you don’t know why, you will never learn how.” – Grant Cardone

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OF ALL TIME

False Expectations **Lazy** Not Organized
Bad Information
Undefined Too Many Leads **No Plan**

Why Do So Many Fail at Follow-Up?

Lack of Motivation Not Required Management
Being Reasonable No Accountability
Ethics **No Commitment**
Social Training

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“LAZY IS AN INDICATION OF NOT KNOWING FULLY WHAT YOU ARE DOING.”



“If you don’t know why, you will never learn how.” – Grant Cardone

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Follow-Up Defined

*Something that continues or completes
a process or activity.*

SEE SOMETHING ALL THE WAY THROUGH.



“All professional athletes are required to follow through in order to be exceptional.” – Grant Cardone

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Work Defined

Work is not an activity but the completion of a purpose to the desired end result.



“Most people don’t follow up because they don’t know the definition of work.” – Grant Cardone

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The Reality of Lead Conversion



73% of B2B leads not “sales ready”

50% of “qualified leads” not ready

“If you don’t know why, you will never learn how.” – Grant Cardone

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Grant Cardone Follow-Up Reality

100% Of All Leads Convert

“If you don’t know why, you will never learn how.” – Grant Cardone

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Why You Need To Nurture Leads?

1. Because no one else does
2. It's the right thing to do
3. You will slip into obscurity if you don't
4. 98/2 Rule



“If you don’t know why, you will never learn how.” – Grant Cardone

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TIPS & TRICKS

COLLAPSE TIME

Follow up in the first 60 seconds
and you will have an almost
500% increase in conversion.



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TIPS & TRICKS

BE FIRST

- 1st to follow up has 248% greater chance of converting vs. the 2nd or 3rd
- 37% of businesses respond in the first hour
- 7x more likely to have a meaningful conversation with Decision Maker if contacted within the 1st

“Be first, be last... be always.” – Grant Cardone

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TIPS & TRICKS

BE LAST

35% – 50% of all sales
goes to the last company
to follow up



“Be first, be last... be always.” – Grant Cardone

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TIPS & TRICKS

The “ALWAYS” Rule

ALWAYS use multiple forms of communication

Forms of communication

Phone

Text

Voicemail

Email

Video

Links

Personal Visit

Social

Gifts



“If you don’t have ALWAYS, you end up with nevers.” – Grant Cardone

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WHY PEOPLE DON'T BUY FROM YOU

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You Have To Understand The **WHY** To Understand The **HOW**

In most cases it has nothing to do with you

“People don’t buy from people they like, they buy from the people in front of them when they are ready to buy.” – Grant Cardone

- Lack of Time
- Personal Issues
- Concerns About Cost
- Change of Guard
- Not the Decision Maker
- Wrong Product
- Not Ready To Buy

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*“You are responsible
regardless of the reason.”*

- Grant Cardone

“You can make excuses or you can make money but you can’t make both.” - Grant Cardone

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“Wow!! Made \$16,000 since I started on Cardone YESTERDAY MORNING !!!”

Adrian K.

Financial Services, New York City



THE GREATEST
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“I’m in insurance sales, and I purchased Cardone Training. I made my money back within 48 hours after taking 8 or 9 lessons. This program is magic!”

Derek Vickers



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“My productivity went up 80% after just 1 month of training.”

Kimm Oilar

Financial Consultant



THE GREATEST
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“Grant’s online training helped me go from \$4k a month to \$16k a month.”

Nick Cantwell

Floor Manager, Toyota of Union City



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**With Purchase of the
Webcast Package you
are eligible for entry
into raffle to win one
of four 1-on-1 coaching
sessions with Grant.**

\$5000 Value

FOLLOW-UP MISTAKES

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Pick Up the Phone B*%\$#

MAKE THE CALL -- 48% of all sales people don't make the call



“Greatness will not find you until you show up. Creativity will not find you until you take action.” – Grant Cardone

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Frequency leads to Greatness

Five to twelve calls, not one or two, is what you need to think with for follow-up.



“What I lack in intelligence I make up with persistence.” – Grant Cardone

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Get Regular

Be consistent and regular...
be there all the time.



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

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Waiting Too Long To Follow-Up

The odds of contacting a lead decrease 10X in the 1st hour.



“Waiting too long... Don’t do it to yourself, your customer or your business.” – Grant Cardone

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Lack of Variety of Reasons to Call

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

Use everything in your arsenal.



“The broken record follow-up strategy will always fail you.” – Grant Cardone

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No Clear Purpose in the Call

Calling without a reason will become an annoyance and a waste of your prospects time.



“If you don’t have a reason to call... your customer won’t have a reason to talk to you.” – Grant Cardone

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Not Leaving a Message

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.” – Grant Cardone

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Not Collecting Critical Data – For Future Sales

- Always end calls looking for other potential sales
- Look for buying cycles and what's next



*“Critical data: **Collect it, log it, look for it, have it.**” – Grant Cardone*

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Not Asking For Referrals

There is no rule, just know this:

**Ask, Ask Often, Ask Frequently,
and KEEP ASKING.**

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?"*



*"Almost every customer will give you referrals and almost every salesperson
fails to ask for them." – Grant Cardone*

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Not Organized to Store Data

No matter 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.



“Without organization you can’t operate with speed.” – Grant Cardone

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FOLLOW-UP TOOLS

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Phone Call

- Add Value – Have a Reason for Call
- Pay attention
- Have a good attitude
- Don't make them feel obligated
- Quickly make the call
- Be friendly, have a positive attitude



“You cannot become a master in sales until you have mastered follow-up.” – Grant Cardone

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Text

Texting vs. Phone Call

1. Customers can consume data immediately
2. Avoids direct communication
3. Quick and easy – no time requirement
4. Can send photos, images, links, videos
5. Information overload via text



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Email

Least trustworthy

Unreliable (spam filters)

People overloaded with email

The purpose of an email is not to close

When using email, keep in mind these things:

- Keep them short
- Include your direct number (not the company's general number)
- Say something like "Thanks for coming by"
- Don't use the same email over and over.
You can't say "thanks for coming by" the next time



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Handwritten Letter

- Lost art
- Opportunity to differentiate yourself
- You can dominate in this area
- Takes time, but it's EXTREMELY personable



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Personal Visit

- This is the most powerful follow-up
- Takes time out of the equation
- Easy to hang up a phone, hard to kick someone out of office
 - 63% of companies don't follow-up.
 - Do what others refuse to do.



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Using Gimmicks



Gimmicks Get attention
– break through the noise.

Communicates personality
through your follow-up.

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Apology Contact

- What did we do wrong?
- Where did I miss it?
- Can I get some feedback?
- What could we have done differently?



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Cell Phone Video Message (Selfie)



Selfie Benefits: Low production, high volume, inexpensive, tremendous separation from others

The average person reads 1 book/year but watches 750 videos/year - keep it SHORT 30 sec

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Social Media Reach

Facebook, Google+, Twitter, LinkedIn, YouTube, Snapchat, Periscope, Blab, Meerkat

Social media isn't just about getting known, it's about you being able to get to know your clients and follow up on them.



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THE GREATEST
SALES SECRET
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Use Photo Images



People process images 60,000 times faster than words.

Technology allows for creative images or pictures to be sent easily.

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Newsletters and Blogs

Content is King.

Having content gives you something to promote.

A way to communicate about
your ideas, company,
industry or product.



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Testimonials



Testimonials as follow-up reinforce successes others have had

Gives a creative reason to follow-up

With the unsold – allows them to sell themselves on your company

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Survey

Exit Survey

1. Did our solution solve your problem?
2. Did we get you a proposal on it?
3. Were we within your budget?
4. On a scale of 1-10, how would you rate our solution that we provided you?
5. What is your biggest concern at this time?
6. What would we have to do to earn your business at this time?



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"Be so persistent you stand out
as the only choice."

Grant Cardone

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YOU NEED THESE QUALITIES

- 1) Organized
- 2) Planning
- 3) Creative
- 4) Strategic
- 5) Persistent
- 6) Patient
- 7) Professional
- 8) Unbothered
- 9) Unreasonable
- 10) Committed

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“Received my first check since being on Cardone training. I paid more in taxes than most people gross in a month!”

Randall Haymon
Sales, Go WheelMart



THE GREATEST
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“Grant Cardone Training is amazing!
It’s 7:20 AM and I am so motivated! It is the
best thing that has happened to me in a long
time!!!”

Jennifer Queen



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“We doubled in just one week what they had done in three full weeks prior to using the concepts in the program.”

Patrick Walsh
AirSign, Inc.



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“I recently enrolled in Grant Cardone’s Training and it has paid for itself in just a few days in commission checks.”

Austin McGee

WellDone Technology



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“I started using Grant’s scripts and all I can say is WOW! This has been a complete shift in my business as a mortgage banker both with sales calls and working with other professionals in my industry. Thank you!”

Jesse Stroup

Mortgage Loan Officer at Prospect Mortgage

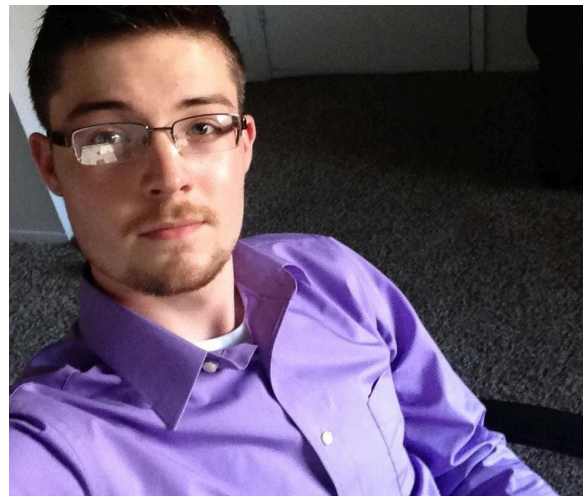


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“After getting on your material I literally 10Xed my production! This month I’m the top sales person in my company.”

Nathaniel Colvin

Sales, Shamaley Buick



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