

The Power of Follow Up

By Mike Stewart, CSP



Our present lease is up the end of April and we are in the process of relocating our offices.

Last week we received a call from a salesperson named David Reed who said, "I talked with you three years ago about upgrading your telephone system and you told me you had just signed a lease, but to call you back in three years, and that's what I'm doing. When would be the best time for me to stop by and help you create a cutting-edge telephone system for your new office that will give you everything you need at a surprisingly reasonable investment?"

What a great job of follow up!

On Friday we signed the contract for a new phone system that will give us everything we need. I was surprised that the investment is as reasonable as it is.

What did David do that made this a true win-win situation for both our companies? He did something that many, many salespeople do not do, based on what I hear all the time from sales managers everywhere. He simply followed up on a lead and did what his prospect asked him to do.

He assessed the problem, designed a solution that provided the features and benefits we asked for, and presented it with honesty, conviction and confidence. David, without a doubt has great face-to-face selling skills, but they would have done him absolutely no good whatsoever if he had not followed up on one little lead from three years ago.

"Sales is the lifeblood; Prospecting is the Heartbeat!"

- Mike Stewart, CSP

Conventional wisdom tells us that most sales are made after five to seven contacts, and most salespeople quit after only one or two calls. What is your situation?

- How many leads do you have just lying around that you haven't followed up on?
- How many sales calls have you made so far this year that you haven't even marked to follow up?
- How many follow ups have you looked at, knew you should call, then just found some excuse not to call?

You, your associates, your management, and everyone else knows that just won't cut it.

Dig out those prospects and follow up!

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