



MAKE THAT CALL!

Trying to sell your services? Are you missing opportunities by not following up 'prospects'? Have you ever been told about a contact of a contact that needs your kind of service, have you sent a quote or met a potential client at a networking event recently but not followed it through properly?

By properly I mean either initiated a conversation to find out more about their needs or to set up an appointment to introduce your services. Well if you have been lax you are not alone, following up can be a daunting task – it may seem you're potentially setting yourself up for rejection and then there is the hassle of actually trying to get through to them by phone. Don't despair here are some pointers on following up that put it all into perspective.

- **If you don't call, it won't happen.** The chance of them taking the initiative by calling is small. If they call, that is great. But if you don't follow-up, the chances are high that you will never turn them into a client.
- **Remember, the purpose of a follow-up call is not to sell them your services,** but to continue a conversation or to set up an appointment. Take it one step at a time. You're exploring the ways they can work with you. Take it easy.
- If you make a follow-up call, **bad things won't happen.** They won't send a hit man to take you out. They won't even hang up on you or say bad things or yell at you. About the worst thing that can happen is they won't be interested right now. You can survive that.
- **If they don't return your call,** it doesn't mean they are not interested. It just means you are not a priority right now. Or they are on holiday or their dog just died. You are not at the top of their list. Think when someone leaves you a message, you think to yourself, "I can't get back to them now, I guess they'll call back if they're serious." Be serious and call back.
- You can leave messages, but **never leave the ball in their court.** Don't expect them to call you back. Instead, let them know you'll be calling again later in the day or tomorrow. This way you can call several times, because you're not expecting them to return your call. Remember it's your job to follow up not theirs.
- When you finally reach them, **be prepared.** You always need to start from square one and use the language of marketing (problem followed by solution): "When we talked you said you weren't happy with ABC and wanted more of XYZ. I just wanted to lean more about your situation. Is this a good time to talk?" It just might be.



- You know a follow-up call is going well if your prospect is doing most of the talking (about their problems and desired outcomes). You are in trouble if you're getting too deeply into the features and benefits of your service. Don't go there now. See if there's a need and an interest, and then ASK for and GET an appointment.

That's all you need to know to get started. So do you have any prospects that needing follow-up calls? There's the phone! Good luck!