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GROWTH Strategies

Advisory Minute

Your Business Partner for Success

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No mysteries here - only PRACTICAL SOLUTIONS and SUCCESSFUL STRATEGIES for proper follow-up!

in this article

- **The Art of the Follow-Up**



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The Art of the Follow-Up



Based on YOUR responses to my inquiries for topics of interest to *you*, I've gotten feedback from some requesting **tips, tactics & techniques** on follow-up.

You're SO RIGHT! Follow-Up is vitally important to the continued growth and profitability of your business.

As a business owner or salesperson, you never know when that next communication with your

prospect will be the one that leads to the sale. If you've communicated with your prospective customer or client 5 times for your product or services and given up, their situation may be about to change. Then when they're ready to make the move, the next business to offer similar services - likely gets the business.

So, with that said - let's begin...

You know follow-up is important, and that it's key to the sale. **Did you know** that recent studies show that it may take as many as **8 communications** before you gain the attention of your targeted prospect? And it could be as many as **12 communications** before they buy from you!

Are your PREPARED for that type of sales commitment?

The average business owner is inundated with THOUSANDS of marketing messages EVERY DAY! To someone you're trying to reach - you're just one more blur in their run through the day!

So how do you go from: **"I've never heard of you."** to **"There's that company again."** to **"I recognize that name."** to **"What do they do exactly?"** to **"I'm familiar with them."** to **"Yes, I do business with them!"**

(P.S. Possibly for a later article, we'll do a segment on moving prospects from Not Thinking of Buying You to Interested, AND Disinterested to Open to Buying You.)

Here are some *immediate* tactics for you or your sales team to begin implementing:

- Determine your plan of action in advance for following up.
- Keep a recorded log of the contacts you're making with your targeted prospects. Keep track of when you communicated, how you communicated and the results.
- Utilize a mixed variety of the following: sales letter, phone call, in-person visit, postcard, gift/present, e-mail, educational piece, newsletter / e-zine, special offer / promotion, etc.
- Begin with an unmistakably unusual item that is delivered or mailed to them. Certainly something that relates to your product or service.
- Communicate with them something of **Value**, something that's of **Benefit** and something that **Helps** them and doesn't just talk about you!
- Determine that you will continue to follow-up with your Most Important prospects until they say "Yes" or "Definitely No"!

The Moving Parade

You may have heard me talk about *The Moving Parade*. This is the philosophy and the understanding that people - YOUR PROSPECTS - are in a continuum.

Think of your potential prospect standing on the sidewalk, and you are the parade!

With each pass, you move in front of them with something different, something special, something unique, something of value. As you continue to do so, your interaction with them will either...

1. Pique their interest
2. Intersect with them at their time of need
3. Continually educate them on *WHY* they need your products or services to the point of making a decision

Whatever the result, have this be your "Follow-Up motto":

Be In Front and Stay In Front

Follow-Up is the key. Determine in advance that your targeted - your best - prospects WILL come to know you and gain *Respect* for you, by your continual follow-up and follow-through.

To Your Success!

Stephen Jones operates **Growth Strategies** and provides marketing strategies and a marketing structure for small business owners.

Contact us *TODAY* at **770.601.0949** or **800.261.5034**, via e-mail at sjones@growthstrategies.us or on the Web at www.growthstrategies.us for assistance with your business.

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