

It took you a lot to bring them in. Now it's time to keep them (and sell them more). Remember, prospects **become** customers and customers **are** prospects.

For many salespeople (especially those that classify themselves as hunters), service and follow-up activities are often the most overlooked part of the sales process. But if it's less cold calling you want (does anyone want more?), it's your service and follow-up that'll get you there. While prospecting is something that should always be done, it doesn't need to be done cold in all cases. Implementing a deliberate and proactive service and follow-up schedule can help you get closer to that utopia where business comes to you by word-of-mouth and referral rather than through the 100 dials = 50 contacts = 10 appointments = 3 proposals = 1 sale formula.

Nothing fancy here. It's simply a matter of taking a look at what you feel should happen after you close something, writing it down, and making a checklist so that you're sure you're maximizing the value of your existing base of customers. Keep in mind, these activities also will not only help you get more non-cold calling business but will also help you **retain** your current customer base.

On your own or with your team (preferably outside the money hours), work through the guidelines and thought prompts below to create a service and follow-up schedule that pertains to your particular sales world.

After all, it's your paying customers who should get the majority of your saleslove – give it to them.

## YOUR SERVICE & FOLLOW-UP SCHEDULE

### Objectives:

- Show gratitude
- Affirm buyer's decision
- Minimize potential buyer's remorse
- Address potential challenges as they arise (before they grow into something worse)
- Identify upcoming needs to develop more sales
- Retain customers and lock out competitors
- Obtain referrals & word-of-mouth prospects



## SERVICE & FOLLOW-UP EVALUATION, continued

### What service & follow-up activities would I like if I were the buyer of my product/ service (activities not currently done)?

- Thank you call, email, note, and/or gift
- An initial feedback phone call following implementation
- A technical and/or customer service inquiry by another department
- A feedback phone call or letter after some period of time of usage of product/ service
- An annual/ quarterly/ monthly feedback call or letter
- An annual/ quarterly/ monthly breakfast/ lunch/ dinner to address needs or for continued relationship development

### What service & follow-up activities could I add to my schedule that would potentially drive additional sales from my customer?

- Send a helpful third-party book addressing another area where you have a solution
- Send a customer newsletter with helpful ideas for their particular world (business or home)
- Send relevant industry news stories or trade magazine articles
- Give a plant or headquarters tour

### What service & follow up activities could I add to my schedule that would potentially drive referrals and word-of-mouth prospects?

- Send a note asking for referrals
- Call or arrange a meeting where you can ask for referrals
- Send several pre-done postcards with stamps for your customer to send to friends/ colleague
- Who might benefit by talking with you about your product/ service
- Send referrals to your customer

#### NOTES:

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