

Follow Up Strategies that will Get More Clients & Close More Sales

WANDA ALLEN

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About SCORE

As a resource partner of the SBA, we help small businesses by:



Providing free
business advice
and mentoring



Offering low or
no-cost business
training



Sharing free business
templates and
resources

Request a SCORE mentor at www.score.org/find-mentor

Your Presenter



- Wanda Allen is an International speaker, coach and corporate trainer. She has a strong skill set for developing systems and applied this skill to the follow up process. What she teaches is tried, tested and proven.
- She's an expert in helping entrepreneurs, business owners and sales professionals increase pipelines, improve sales performance and strengthen relationships by developing strong follow up skills. She'll share more about her background during the presentation.

THE FORTUNE
IS IN THE
FOLLOW UP



On a scale of 1-10, how would you rate your follow up skills?

What's Your Biggest Follow Up Challenge?



My Background

FOLLOW UP SAVVY

IMPLEMENT THE SAVVY SYSTEM TO
STRENGTHEN YOUR RELATIONSHIPS
AND INCREASE YOUR BUSINESS



WANDA ALLEN

FOLLOW UP SALES STRATEGIES



**How to Get More Clients
and Close More Sales with a
Proven Follow Up System**

Wanda Allen







WELCOME TO SALES

Lose business

Thin or inconsistent pipeline

Quit or give up too soon when following up

Carrying negative emotions on a regular basis

Business card build up

Lack strong relationships



Emotional Results of **Not** Following Up

Embarrassment

Guilt

Discouragement



Emotional Results of Following Up

Composure

Encouragement

Confidence



Fundamental #1

Mindset



Mindset Shift

I **MUST** follow up!

1. Increase my sales

2. Take care of my relationships

EGO

Ego

Anytime you are afraid, you can be sure the ego is having its way

Source:
Waking Times

Fear: Being Uncomfortable



Fear: Not Knowing the Outcome



Fear: Being Pushy



Fear: Appearing Desperate



Fear: Don't Know What to Say



Fear: Rejection



Mindset Assessment

Is my decision not to follow up the result of
fear-based thinking?

What Is Your Biggest Fear?

- **Being uncomfortable**
- **Not knowing the outcome**
- **Being pushy**
- **Appearing desperate**
- **Not knowing what to say**
- **Rejection**

**The prospect will let me
know when they're ready**



Fundamental #2

Must **Use** a CRM

Customer Relationship Manager



Spiral Notebook



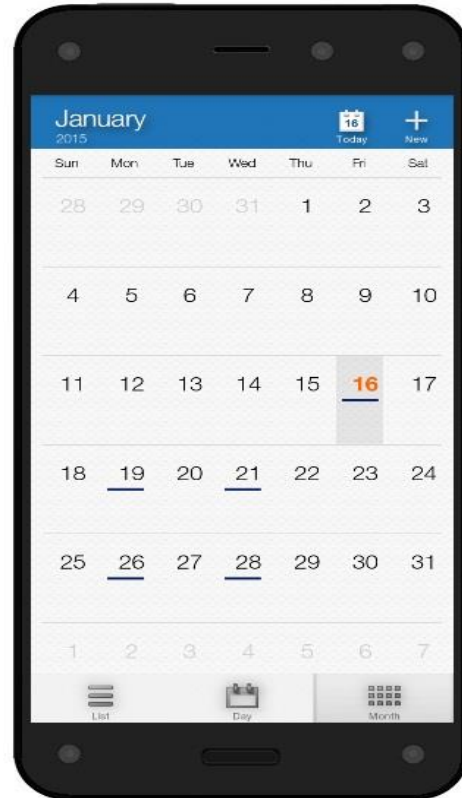
Sticky Notes



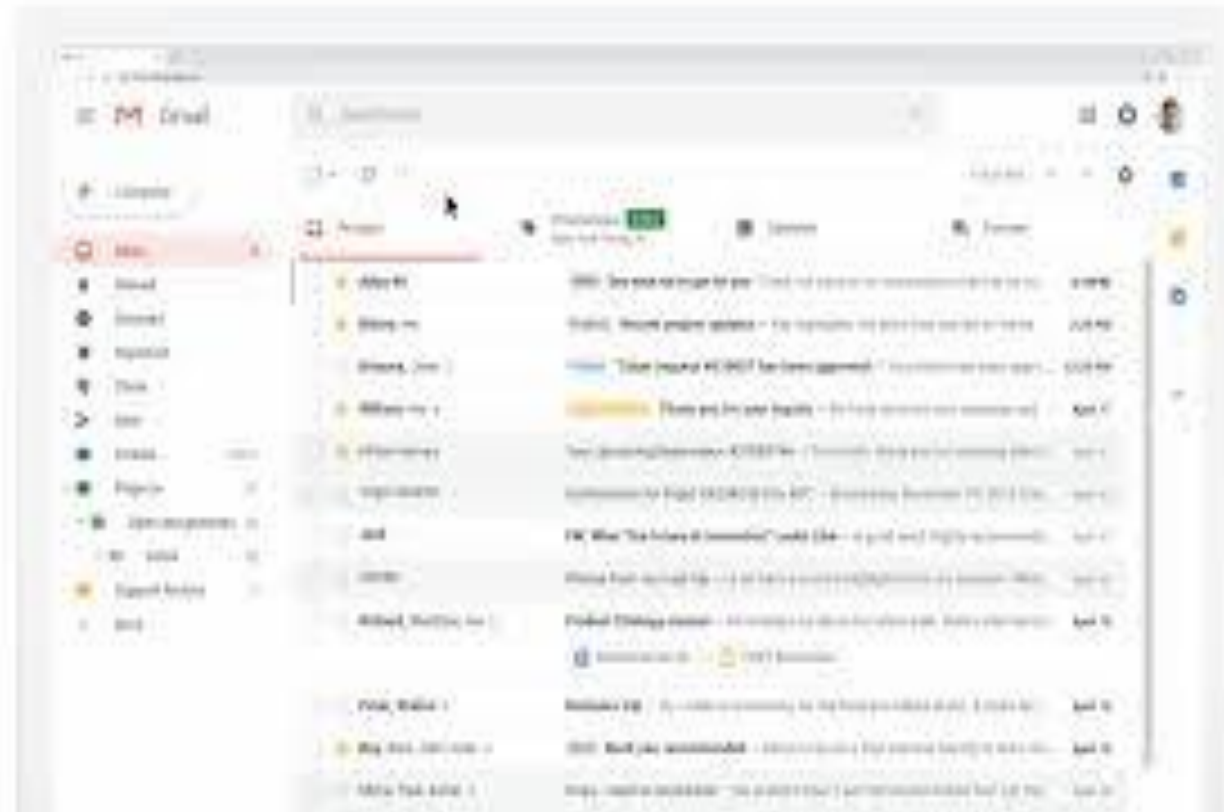
Calendar



Cell Phone



Email



Excel

The screenshot shows an Excel spreadsheet with a table of data. The columns are: ID, Name, Type, Status, Budget, and Amount. The data is organized into rows, with some rows highlighted in yellow. The table contains approximately 25 rows of data, including items like '10001', '10002', '10003', etc., with corresponding names and values.

ID	Name	Type	Status	Budget	Amount
10001
10002
10003
10004
10005
10006
10007
10008
10009
10010
10011
10012
10013
10014
10015
10016
10017
10018
10019
10020
10021
10022
10023
10024
10025

Your Memory



Fundamental #3

Make it a **Top** Priority



Which Fundamental Are You Going to Implement First?

Mindset

Get a CRM

Make Follow Up a Priority

IT'S ALL ABOUT
RELATIONSHIPS



Sales Statistics

**48% / 79% OF SALESPEOPLE
NEVER FOLLOW UP**

Source:
National Sales Executive Assoc

Last 3 Prospects You Quit Following Up With

Why?

Sales Statistics

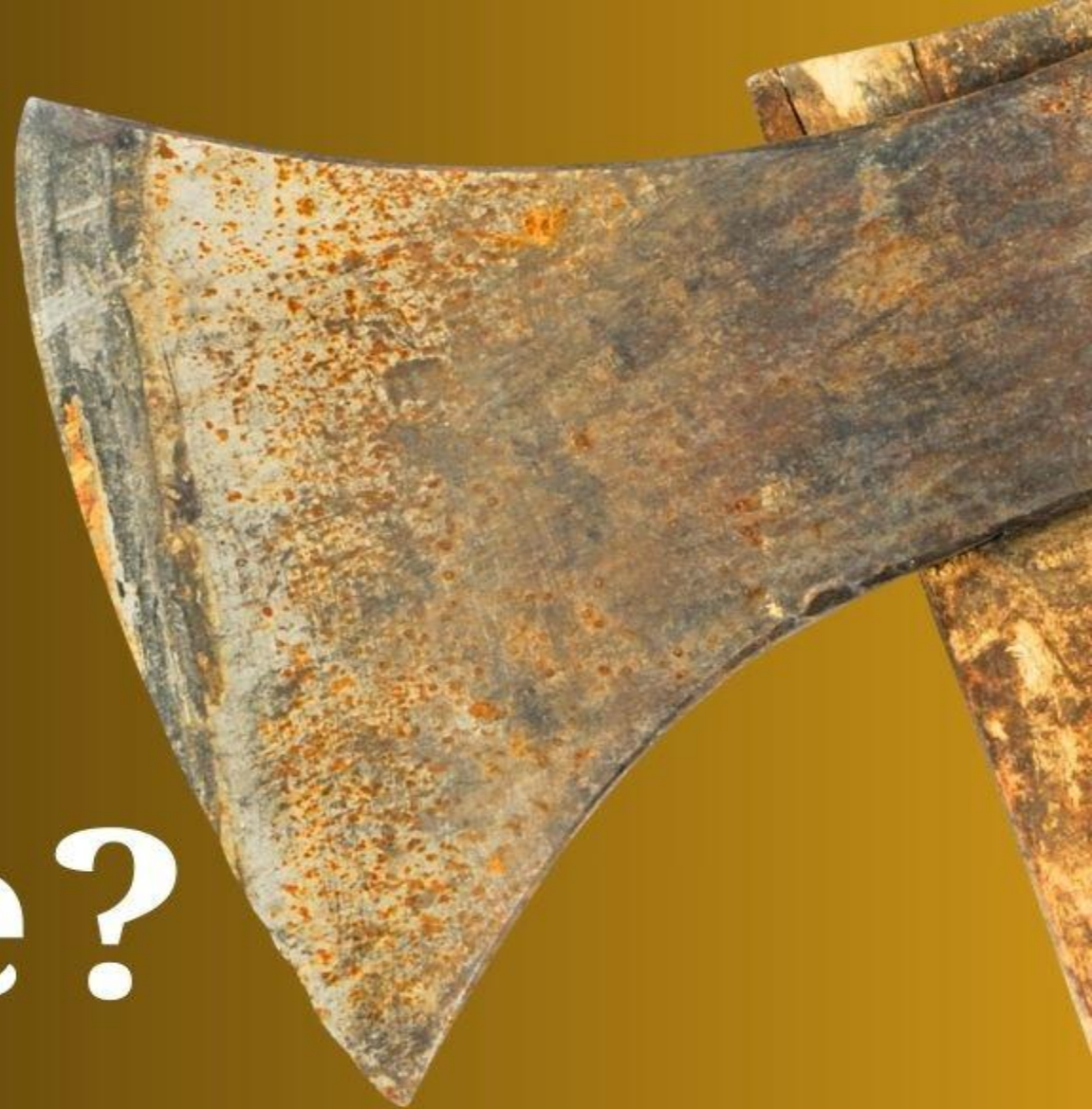
**80% OF SALES ARE MADE BETWEEN THE
5TH & 12TH CONTACT**

**ONLY 10% OF SALES PEOPLE MAKE
MORE THAN 3 CONTACTS**

**Source:
National Sales Executive Assoc.**



Are You Using A Dull Axe?



SYSTEMS

Routines

Structure
Organization
Efficient
Consistent

Absence of Systems / Routines

Is it costing you
financially in lost business?

Questions?

Helpful Links

- Find SCORE resources for small businesses at www.score.org/templates-resources
- Find more SCORE live and recorded workshops and courses at www.score.org/get-business-training
- Book an appointment with a SCORE mentor at www.score.org/find-mentor



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