

FOLLOW UP AND CLOSE THE SALE

Make Easy (And Effective) Follow-Up Your Winning Habit

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MAIN IDEA

The reality is most sales presentations will end with the prospect saying some variation of, "OK, let me think about that". Studies show 44 percent of salespeople will follow-up once and then give up. Those same studies also point out that 60 percent of customers will say "No" four times before they ever say "Yes".

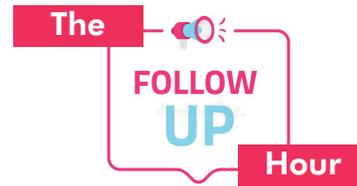
That means if you don't have an effective system for following up, you've basically halved the results you would otherwise get. Or put another way, get better at following up and you can double your sales. The real money is in your Follow-Up system.



The best way to do follow-up consistently well is to have a designated "Follow-Up Hour" every day where you contact at least five people and systematically move them towards buying. If you do that day-after-day and week-after-week, you'll find your sales will escalate quickly and stay there. Follow-Up is the forgotten art in sales and marketing, and the key to making consistent sales.

"Follow-up is the missing link that vaults mediocre salespeople to extraordinary levels of success. For too many salespeople, the process ends when the customer says no. There is a strategy of hope. As in, "I hope they come back because, if I'm being honest, I'll never call them again." Sales stars are winners, the ones who go above and beyond to stay with their customers until their problems have been solved, no matter what it takes. They are the grinders, the persistent ones, the people who know that nuggets of pure gold are just waiting in the follow-up mines. They just have to dig a little bit."

– Jeff Shore



Mindset – Why Follow-Up is important Page 2

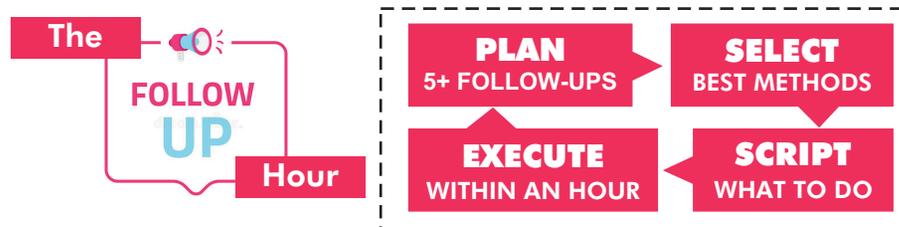
Follow-Up is what separates the winners from the losers in the sales profession. High performing salespeople don't just endure follow-up, they look forward to it as an opportunity to serve their customers in the best way possible. Get to love following up and your sales will soar.

Strategy – Set up a Follow-Up system Page 3

Too many salespeople think of Follow-Up as an isolated step that takes place somewhere down the road. A better way to view Follow-Up is it's an extended narrative that begins with your first point of contact, and continues through the entire purchase process. You need to make Follow-Up natural and anticipated, not an inconvenience.

Execution – The daily Follow-Up Hour Pages 4 - 7

Proper planning – both mental and strategic – will produce peak performance. Plan to do Follow-Up for an hour each and every day. Your approach should be:



The Results – Follow-Up kills sales quotas Page 8

If you do Follow-Up consistently day after day, you'll be going the extra mile that average salespeople don't. Combine focus, persistence, and time, and you'll soon work your way into the 1 Percent Club within your organization. Follow-Up is the superpower every salesperson needs.