



VIP Club Call

Follow-Up Smackdown

What We'll Talk about in this VIP Training

- Why Follow-Up is So Crucial
- Examples and Case Studies about Follow-Up
- Trends in Follow-Up
- Why Follow-Up
- Ways to Follow-Up
- Follow-Up Tips
- Passing the 4 Tests
- Shine above your competitors and increase your sales

Why Follow-Up is So Crucial

Follow-up is no longer just a nice thing. It's a necessary thing. I've seen so many deals get lost because of poor follow-up. It's really sad because lots of people get so close to getting sponsors and closing deals and they lose great opportunities.

I've only met a few people in my 20-year business career who are good with follow up. If you're good with follow-up, you'll leave your competition in the dust.

Think of follow-up as nurturing rather than prospecting.

I get so many clients because I follow up with email marketing.

Robert Allen Group: You'll either buy from us now or later.
According to Zig Ziglar, "Timid salespeople have skinny children."

I was at an event lately and thinking about doing more direct mail. I met a woman with a direct mail company and she said she would follow up with me. If she did, she would have got my business. Because she didn't even call me, I won't be working with her company.

Each person that you meet at an event is worth at least 20 people that are on an email list, but most people don't follow up with the people at live events.



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Stories and Examples about Follow-Up

Story # 1: How Sponsor Concierge helped a client

- Client wanted a bank sponsor
- Called bank sponsor, did fact-finding and scheduled a follow-up call
- Follow-up call and sponsor proposal sent
- Agreement sent and contract signed
- Sponsor paid the client

How I hired a data entry specialist:

- Posted inquiry on Upwork
- Got over 199 bids and responses
- I noticed a photo of a nice lady wearing a hat.
- Emailed her requesting information.
- She called me right away.
- Talked to her and we hit it off.
- She looked at my web site and sent me a personalized email.
- She won the business.

Here's her correspondence:

Hi Linda,

Thank you for calling me yesterday. I have no doubt that I can work with you on all the tasks you set before me. I have finally looked at your website and you are an amazing entrepreneur and I would be proud to work alongside you. Thanks for the Award. You had over 199 bids and it feels GREAT beating out so many people. Guess my "hat" paid off.

Lois



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Trends in Follow-Up

A recent study by Resource Nation support finds a direct correlation between the speed at which a company's sales force follows up with leads and the company's lead-conversation rate; yet, it also reveals that many companies are surprisingly weak in their follow-up with prospects.

- Only 33 percent of companies followed up with prospects within an hour of prospects submitting a request online
- 47 percent--followed up within the second hour after contact by prospects
- 14 percent didn't follow up at all
- 37 percent of companies failed to follow up with a second phone call if their first call to a prospect went unanswered
- 33 percent didn't even bother to leave a message if they couldn't reach the prospect

The first person to respond to the client typically is the person who's going to close the client. Waiting even several hours to respond to an Internet or phone lead leaves too much room for competitors to gain traction. You want to talk to people when they're still in decision-making mode.

Almost all purchase decisions are emotionally initiated and then backfilled with logic," explains Mike Michalowicz, author of *The Toilet Paper Entrepreneur*. "The problem is, the logic never really stops flowing. Given time, people will find reasons not to make that purchase. But if you get back to them fast, you have an opportunity to backfill with your logic, and usually they'll go for it."

People are still into warm and fuzzy--actually speaking with whomever they're considering doing business with. The salespeople who are least successful are those who settle for just sending an e-mail when they should follow up with a phone call.

Salespeople can gain critical insight talking directly with prospects. Only through human-to-human contact can you detect emotion--caring, concern, responsiveness, those kinds of things.



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Why Follow-Up

- More clients
- More sponsors
- Grow your list and database
- Learn more about prospects
- You're perceived as more professional
- Top of mind awareness
- Getting paid
- More leads and referrals

Ways to Follow-Up

- Phone (Make friends with the gatekeeper)
- Personal email
- Autoresponders and Newsletters (this is how to get leads every day)
- Social Media
- Texting
- Assistant
- Audio and video
- Surveys
- Commenting on their blogs
- Gifting
- Send Out Cards
- e-Greetings
- Direct mail



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Follow-Up Tips

- Just checking in phone calls and emails need to be productive
- If sponsors haven't had the time to review your proposal, ask if they have time to go over it for a few minutes.
- Some people view your follow-up as a barometer of your professionalism.
- Schedule a follow-up appointment during the initial prospecting call.
- Schedule follow-up calls when you don't reach the person.
- After your initial follow-up call, friend them on social media and join their email list.
- Make notes on your prospect's business card.
- Some people don't carry business cards. Carry blank paper, memo pad or a business card with a blank backside for their information.
- Make time the next day after an event for follow up.
- For high-ticket sales, phone follow-up is better than email.
- Don't just follow up before the sale, follow up after the sale.

Passing the 4 Tests

Pursuit • Promise • Capture • Nurture

Test # 1: Pursuit

To find out if your intentions are honorable, people will put you through tests. Always be aware of this. After the initial contact, a prospect may not call you back. This is your first test. They may want you to be proactive and call them. They need to see how much you value their business. The prospect or sponsor will gauge your pursuit as the barometer of the quality and service you will provide for them.

Test # 2: Promise

Your word is your bond and you always do what you say. If you promise to send the sponsor information, do it. This is your second test. If you cannot complete a task on time, call your sponsor let and them her know that you are working on it. They want to feel special.



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Passing the 4 Tests (Continued)

Test # 3: Capture

The third test is the capture, when the sponsor consummates the sale. Make sure they understand everything about what you do and the agreement. If you're ready to close and they ask more questions, patiently give them the information they need.

Test # 4: Nurture

The fourth and final test is the nurture phase. Support your sponsor. Keep in contact with them and fortify the relationship. The sponsor has granted you with the honor of their trust and loyalty. They may bring you into their inner circle and recommend you to their colleagues. Loyalty is insured when your sponsor knows that you are attentive to their needs even after the sale is made.



Linda Hollander has been featured by Entrepreneur and Inc Magazines as the leading expert on corporate sponsorships. She is the CEO of Sponsor Concierge and the Founder of the Sponsor Secrets Seminar. Her corporate sponsors have included Citibank, Fed Ex, Health Net, Microsoft, American Airlines, Bank of America, Epson, Staples, Wal Mart, and IBM. She consults with businesses on how to increase their profits and get sponsors.