

Follow Up & Increase Your Sales



If you're not staying in touch you could be missing out on as much as 50% of the business that is out there.

Your current prospects that you have previously spoken to about your services, but haven't 'signed' or purchased for whatever reason, are still a possible 'deal' just waiting to happen, provided that you follow up and maintain the communication and relationship with them and demonstrate that you are the better or preferred 'Professional' in your area for them to talk to.

Remember:

Anybody that is interested in talking to you in the first place is a possible lead or deal at some stage!

Furthermore your database of past clients that you have done business with are also a virtual gold mine just waiting to be tapped, as long as you remain 'top of mind' as the most trusted 'professional' they know.

Clients that have previously experienced your services, who were happy with the results and importantly how well you looked after them are more likely to

- 1.) Use your services again.
- 2.) Recommend you and your services to their family and friends

But if you cease communication with them, if you allow them to forget about you, the next time either they or a friend of theirs requires a 'Professional' in your area; your chances of being referred diminish significantly.

3 Benefits of Follow Up and Regular Communication.

- 1.) Increased Deals Signed.
- 2.) Increased referrals for your services.
- 3.) Maintain and build market share and your future in your area.

Lifetime Client Value

The importance of follow up and communication with your prospects and clients can be appreciated in dollar terms when you consider and understand how much a client can literally be worth to you, especially over a period of time.

(A) How much commission or profit do you earn from your average client
Between \$ _____ & \$ _____

(B) How many times, conservatively, could a client use your services over
their lifetime? = _____

(A) \$ _____ X (B) _____ = (C) \$ _____

(C) = Lifetime Client Value.

=

What your clients can literally be worth to you in \$\$ terms over their lifetime.

Consider this: How many referrals could a client who is satisfied and delighted with your services refer to you _____ and your Lifetime Client Value figure of \$ _____ multiplied = \$ _____

This figure is what the referrals from your clients can be worth to you.....

Here is the real potential of good follow up and ongoing communication.

Currently are you using a CRM to manage your prospecting and communications?

Yes No

How would you rate your follow up strategy with prospects for your services? _/10

What areas of your follow up strategy to prospects could be improved?

- 1.) _____
- 2.) _____
- 3.) _____

How would you rate your ongoing communication with past clients? _____/10

What areas of your communication strategy with past clients could be improved?

- 1.) _____
- 2.) _____
- 3.) _____

When was the last time you went over all your previous appointments in your diary? _____



SALES STATISTICS

48% OF SALES PEOPLE NEVER FOLLOW UP WITH A PROSPECT

25% OF SALES PEOPLE MAKE A SECOND CONTACT AND STOP

12% OF SALES PEOPLE ONLY MAKE THREE CONTACTS AND STOP

ONLY 10% OF SALES PEOPLE MAKE MORE THAN THREE CONTACTS

2% OF SALES ARE MADE ON THE FIRST CONTACT

3% OF SALES ARE MADE ON THE SECOND CONTACT

5% OF SALES ARE MADE ON THE THIRD CONTACT

10% OF SALES ARE MADE ON THE FORTH CONTACT

80% OF SALES ARE MADE ON THE FIFTH TO TWELFTH CONTACT

Source: National Sales Executive Association

If you don't 'Follow Up' what do you think
will happen when the other guy does?

About Derick Mildred

Derick Mildred



Business Author: In 2007 wrote The Entrepreneurs Guide to Business Development & Marketing which achieved sales in excess of \$75,000 within just 6 months of publication.

Business Owner: Derick is the proud owner of 2 businesses, A Web Design business called 1st Page Websites & a Consulting business called Synergise Consulting.

Business Consultant: Aged a young 52, has been consulting to businesses for over 20 years with clients in Finance, Health and Beauty, Hospitality, Retail, & Services industries.

Seminar Presenter: Has presented seminars on Business Development, Marketing, Productivity to a diverse range of industry groups.

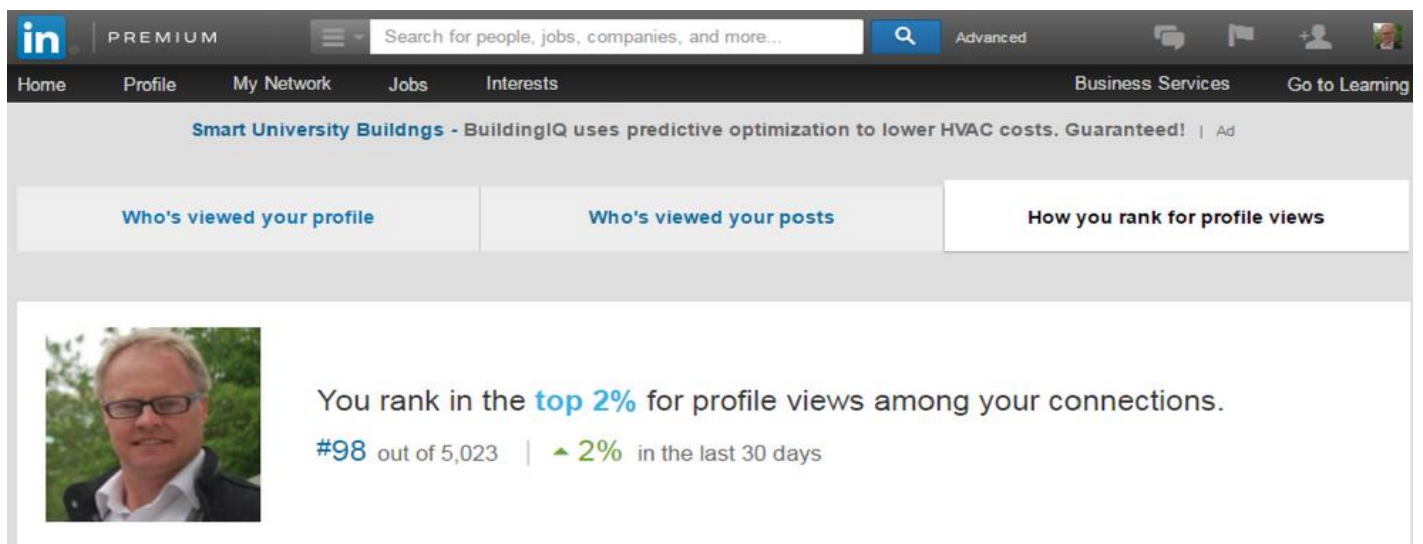
Website Developer For over 4 years has been designing and building websites that rank on Page 1 on Google for clients all over Australia.

Online Consultant: For over 4 years he has been advising clients on how to improve their results on Facebook and LinkedIn.

SEO: In 2014 he shocked the SEO industry with a **1st Page on Google Guarantee in writing** which has been delivered on every time for every client without a single claim on this guarantee so far.

Martial Artist: Currently with over 21 years experience in martial arts including Judo 7 years (Brown belt) & Kyokushin Karate 17 years + (San Dan 3rd Degree Blackbelt).

From LinkedIn Over 5000 Connections & Top 2% for Profile Views.



The screenshot shows the LinkedIn interface with a search bar and navigation menu. Below the navigation, there are three tabs: 'Who's viewed your profile', 'Who's viewed your posts', and 'How you rank for profile views'. The 'How you rank for profile views' tab is selected, displaying a profile picture of Derick Mildred and the following text: 'You rank in the top 2% for profile views among your connections. #98 out of 5,023 | +2% in the last 30 days'.



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