

# FORTUNE IS IN THE FOLLOW UP

WITH ROY MITTON

In the food service industry, we would use the term “touch” to describe when you follow up with the client. This is an excellent way to visualize what follow-up is and what it means to people. Like with friends, you “keep in touch”; likewise, the follow-up is a way to build, maintain and recapture genuine relationships with your clients. At a Chet Holmes event I attended, he said, “He always treated his clients like friends.” Staying in touch is a genuine way to show them that they are more than just a sale to you.

The most significant aspect of your actions will be made and broken in the follow-up:

- Follow-up can be found after you have had a discovery session, made a sales pitch, or after you have sent a proposal.
- Follow-up is part of everything you do, from building a relationship before you have even booked the discovery call to keeping a relationship strong throughout your time coaching them and just as important when they decide to stop doing business with you.

The following statistics below reveal two things:

1. People do not follow up as a part of their routine and selling habits.
2. It takes dedication to follow up because most sales are not closed until after a pattern of following up with the prospective client has occurred.

Sales Statistics: Most Salespeople Do Not Follow Up. (From Certified Flourishing Sales Coach Manual)

- 48% of sales people never follow up with a prospect,
- 25% of sales people make a 2nd contact and stop,
- 12% of sales people make just 3 contacts and stop,
- Only 10% of sales people make more than 3 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 fourth contact,
- 80% of sales are made on the fifth to twelfth contact.

(Source: National Sales Executive Association)

When I discovered two facts about closing deals, I was surprised but not shocked. 44% of salespeople give up after one follow-up. And yet 80% of sales require five



follow-ups. This tells us that 44% of salespeople only put in 20% of the effort needed to close the deal.

Times when following up is essential:

- When the prospective client has reached out for information, a lead magnet or a referral has been given to you. When someone shows any sort of interest following up should be measured in hours not days. Offer to book a discovery session at their earliest convenience.
- When you have delivered a proposal, make sure to set the expectation when you offer to provide a proposal that you are going to follow-up to look over the proposal. Too often people will be provided with a former proposal and the person will not follow up to see if they have reviewed it.
- Whenever there is anything like events, training, conferences, or workshops be sure to reach out and let them know it is happening and invite them.

Enter reminders in your calendar to reach out to them consistently to check in and stay in touch. Some follow-ups will be appropriate to contact more frequently than others. Set the reminder in your calendar for 30, 60 or 90 days whichever you find is the right balance between keeping yourself in front of mind and not being bothersome.

When you see something like an article, a post in social media, truly anything you might feel they would appreciate because the subject interests them.

Thinking of a prospective client as a friend, staying in touch with them in ways that one would with a friend. Birthdays, special dates, seeing how they are coping if they or someone they know is sick. Truly anything that comes from the heart and is sincere is a fantastic way to follow up.

Make sure to follow up with your promises and commitments in the time you committed to.

Follow up on what you promised by always under-promising and over-delivering! I like to refer to Scotty from Star Trek, by using the Scotty Principle. The Scotty Principle (also known as The Scotty Effect or The Scotty Factor) is the technique of adding extra time to your estimates when asked how long a task will take so that you appear favorable when you accomplish the task quicker than you first claimed. In the Star Trek movies, Scotty had a reputation for being a miracle worker because he was always under-promising and over-delivering. Make the Scotty Principle a part of your follow-up practices and I look forward to you gaining a reputation as a miracle worker.

