

Insight:
Your Guide to Effective Sales Follow Up



IT Marketing Specialist

Marketing and Sales Support for the Technology Channel

Three Simple Tips for Effective Sales Follow up

I want you to be as successful as possible whilst on your journey with the me. but I can only take you so far, and you will need to invest a little time and grey matter.

Following up your marketing leads and driving them through the sales funnel, is a step that you and your team will need to take. I will of course be here to offer guidance and support, and if needed can arrange telemarketing follow up for your company. Ultimately the conversations and moving prospects to customers falls to you and your team.

However, do not fear, below in this guide we have some simple tips and recommended actions to help make your follow up as effective as possible.

“In 2007 it took an average of 3.68 cold call attempts to reach a prospect. Today it takes 8 attempts” Source: TeleNet and Ovation Sales Group

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Tip 1: Prepare for the Call - Map the Conversation

Be prepared!

I cannot stress enough the importance of time spent preparing what you are going to say on the call.

How are you going to open and promote your business and the product? What questions might they ask? What do you want to know or achieve during the call?

Just a few minutes of thought and scribbling notes, will pay dividends when calling prospects. Don't be nervous, after just a few calls, this will flow naturally. There is nothing worse than a conversation that sounds scripted so be natural and authentic.

"The average salesperson only makes 2 attempts to reach a prospect which is ineffective" Source: Sirius Decisions

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Tip 2: Be Tenacious, Not Annoying

There is nothing worse than that annoying sales assistant who jumps on you the minute you enter the shop - please do not make your business *that* shop assistant.

Once you have spoken to a prospect, be mindful they also have busy jobs and lives, and being too pushy may turn them off to your approach. By the same token, you do not want to be meek and fade into the background, being instantly forgettable can be just as damaging.

After engagement with email, blog etc, follow them up with a call to introduce the company and yourself, reference the content they should have seen. It is not uncommon for prospects to not remember an email or their own actions, and this presents an opportunity to talk around the service or services you can offer.

Remember, prospects may not be ready to buy from you on the first call, and it has been shown that prospects take 7-11 engagements before being at the sales ready stage. Call the prospect again in couple of weeks to see if anything has changed. Ensure you do this and reference your earlier call.

If they are still not ready to move to the next stage ,change the frequency of call back to monthly.

“70% of people make purchasing decisions to solve problems.
30% make decisions to gain something” Source: Impact Communications

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Tip 3: Be Respectful And Knowledgeable

It is important to keep calm and never show your frustrations, it may have taken you 10 calls and 3 weeks to actually reach the prospect, but that isn't their concern.

When calling prospects it is likely that you may sometimes encounter people who are rude and objectionable. This is common and not personal - Whilst it isn't right and everyone should be mindful that someone they talk to, could be a customer, it's just business and therefore put any emotions away before talking to prospects.

Where possible, be knowledgeable about the dates, and content of previous conversations. Prospects often forget they have spoken to you and reminding them of the details, often gives you the upper hand, with prospects feeling bad that they have forgotten you or what was said. However don't lie, it will catch you out.

“In a typical firm with 100-500 employees, an average of 7 people are involved in most buying decisions” Source: Gartner Group

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