



Opportunities To Follow Up

EARN your way to improved customer loyalty and an increase in overall sales.

Educate

1. About benefits of your services
2. Check out company web site
3. Sign up for email newsletter
4. Sign up to receive special report on subject X
5. Additional products similar people purchased
6. Additional products related to recent purchase
7. Additional services/products low cost
8. News event, significance to services, with offer
9. Call to action

Appreciate

10. Thank for first sale - offer
11. Thank for sale - no offer
12. Thank for referral - offer/no offer
13. Thank for being great customer
14. General - just say hello or provide a tip or how-to unrelated to your business

Recognize

15. Birthday
16. Milestones
17. Business or personal achievements
18. Anniversaries - employee, first sale, actual
19. Traditional Holidays - New Year's, Thanksgiving, July 4th, etc.
20. Non-traditional Holidays - Grandparent's Day, Boss' Day, etc.

Network

21. Nice to meet you, networking event follow-up
22. Ask for Referral
23. Refer a friend to web site
24. Refer to service related to yours but not in competition
25. Refer to service unrelated to yours but of interest to your clients
26. Refer to strategic partner - a company you already have a relationship with that will offer your clients a special rate when referred by you