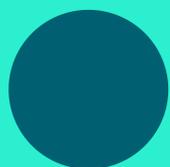


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How to Master Your Follow Up





1. Set the expectation in the very first meeting!

Salespeople can be annoying (we are, and that's ok!) our customers know we have a job to do, so don't start the relationship off by feeling guilty.



Instead, start by outlining your sales process - what does your process look like, how long will it take and what will be required by both parties to deliver value at every stage of the sales cycle.



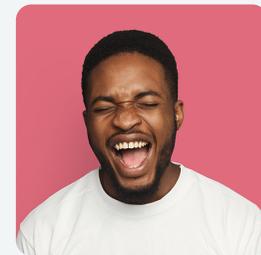
Pro Tip: Think strategically about your follow up before you even meet with your customer.

Set strategic due dates for specific tasks you will commit to, and share that with them in your meeting.

Deliver one or two critical items every week so you are making progress, consistently providing value and touching base with them regularly.



Ask them outright:



"In order to progress our conversations, I will need to share some information with you, gather information from you, and we will need to meet a few more times during this process.

I will send this information to you by the 26th March, however the technical diagram might take a little longer as I need to engage my engineers, so I'll share that with you by the 2nd April.

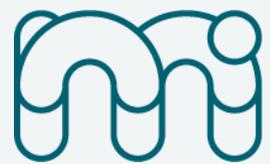
I appreciate you are extremely busy, so do you think you introduce me to the other stakeholder involved in the decision making process by the 7th April?

After that I'll give you a call to arrange a follow up meeting, so we can review the information together, address any questions you have and lock in next steps.

I appreciate your time is valuable, so what is the best time to give you a call on Friday, 9th April?"



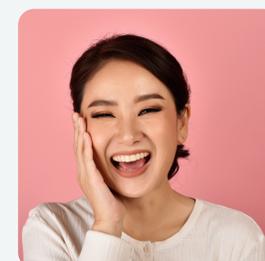
This shows you are confident, can be trusted
and you know your solution will help them
achieve their goals.



2. The number one killer of deals is time!

Always make sure you keep the momentum going!

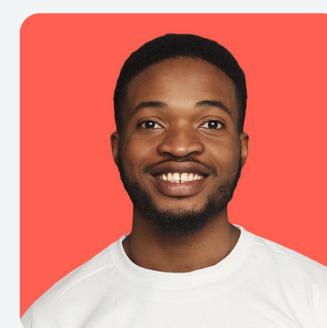
Send them a short follow up email, summarising what you discussed in your meeting and communicate what the action items are, who is responsible for what, and when they should be delivered.

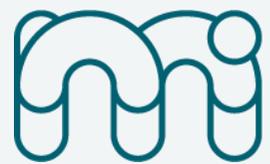


3. Deliver on your promises!

This is a no brainer, but sadly we all get busy and sometimes things slip through the cracks.

Set reminders for yourself, and ensure you know what you need to do, by when and follow up promptly to progress the sale.





4. Keep providing value!

If you didn't achieve all your goals in your last engagement with your customer, then use that to reconnect with them – ask more questions, ask them if they need more help in order to move forward.

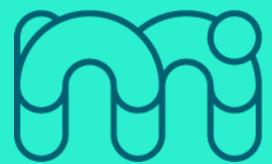
If the communication between you and your customer starts to slow down, do not panic and send them a 'touch base' email.

Instead, think about the challenge you are trying to help them solve, and share some information with them that offers additional advice that is **not related** to your product.

It could be a news article, whitepaper or industry report...

This builds trust and confidence in you, strengthens your relationship while helping you keep the communication lines open.





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