



Fast Action Workbook

WORKSHOP: EFFECTIVE FOLLOW UP

SESSION 5: MULTIPLE CHANNELS OF COMMUNICATION

If you are following the recommendations in sessions one through four, you are probably doing more follow-up than you were doing before. And since it is pretty common to miss the person you are trying to reach, you will be leaving a lot of voicemail messages.

THE PROSPECT IS STILL SHOPPING – BETTER DEAL APPROACH

If you can do it and stay true to yourself, consider stepping up the emotional language and enthusiasm a notch because when they are shopping you want to engage their emotions so that they will call you back and you can get back in the game.

Draft your version of a follow-up voicemail below	Check that you have the recommended pieces.
	<ul style="list-style-type: none"><input type="checkbox"/> Remind them who you are.<input type="checkbox"/> Remind them that <i>they asked you</i> to call them.<input type="checkbox"/> Let them know you were able to get them a great deal.<input type="checkbox"/> Ask them to call you.<input type="checkbox"/> Let them know when you will be available.<input type="checkbox"/> Leave your phone number slowly.<input type="checkbox"/> Repeat your number a second time.

THE PROSPECT IS STILL SHOPPING – MEET OR BEAT APPROACH

If you can do it and stay true to yourself, consider stepping up the emotional language and enthusiasm a notch because when they are shopping you want to engage their emotions so that they will call you back and you can get back in the game.

Draft your version of a follow-up voicemail below	Check that you have the recommended pieces.
	<ul style="list-style-type: none"><input type="checkbox"/> Remind them who you are.<input type="checkbox"/> Remind them that <i>they asked you</i> to call them.<input type="checkbox"/> Let them know you were able to get them a great deal.<input type="checkbox"/> Ask them to call you.<input type="checkbox"/> Let them know when you will be available.<input type="checkbox"/> Leave your phone number slowly.<input type="checkbox"/> Repeat your number a second time.

CONFIRMING AN APPOINTMENT WITH VOICEMAIL

When you have an appointment, you will want to confirm it the day before. Often your attempts to confirm will roll over to voicemail.

Draft your version of a follow-up voicemail below	Check that you have the recommended pieces.
	<ul style="list-style-type: none"><input type="checkbox"/> Remind them who you are.<input type="checkbox"/> Tell them you are calling to confirm your appointment.<input type="checkbox"/> Remind them when you have them scheduled.<input type="checkbox"/> Let them know you have the time set aside for them.<input type="checkbox"/> Ask them to call you to verify the appointment or reschedule.<input type="checkbox"/> Let them know when you will be available.<input type="checkbox"/> Leave your phone number slowly.<input type="checkbox"/> Repeat your number a second time.

STAYING IN TOUCH OVER TIME WITH VOICEMAIL

When the prospect doesn't need storage for another week or more you will be making several contacts to keep in touch and stay engaged with them. Many of those attempted contacts will go to voicemail.

Draft your version of a follow-up voicemail below	Check that you have the recommended pieces.
	<ul style="list-style-type: none"><input type="checkbox"/> Remind them who you are.<input type="checkbox"/> Tell them you why you are calling. I outlined six reasons you might want to call to stay in touch in session four.<input type="checkbox"/> Let them know you are trying to firm up your upcoming appointment if appropriate.<input type="checkbox"/> Ask them to call you.<input type="checkbox"/> Let them know when you will be available.<input type="checkbox"/> Leave your phone number slowly.<input type="checkbox"/> Repeat your number a second time.

WHEN THE PROSPECT CAN'T BE REACHED

In the session I recommended that you leave messages for as much as three days: the original message, and then once a day for the next two days (assuming you didn't get a call back). My best guess is that level of frequency seems like a lot to you and you are hesitant to follow that recommendation.

Here's the Action Item: Give it a chance. Try it. Experiment with it. Your challenge is to follow up with that level of intensity without coming across as pushy. If it doesn't work for you after you have given it a fair try, then no worries. You can always cut back.

If you never give it a try, you'll never know if it works. Stop assuming. Start experimenting.

MIXING IN EMAIL

The good news here is that if you took the time to actually think through and write out voice mail messages in the preceding pages, then you don't really have to do anything here. Most of the time you are just restating the content of your voicemail in the form of an email. You might have to rework it a little to translate it from spoken to written, but not much. If you skipped the exercises above, then you've got a little work to do.

Here's the Action Item: Write some email templates and save yourself some time.

Rather than write below, I recommend you draft the emails on your computer so that you can cut and paste them into an actual email when the time comes. Then, instead of writing a new email each time from scratch, you can simply customize and tailor one of your email templates.

Write an email template for the following:

- Confirming an appointment.
- Soliciting a call back when using the "better deal" approach.
- Soliciting a call back when using the "meet or beat" approach.
- Staying in touch with a reason of your choice.

GETTING THE EMAIL ADDRESS

I recommend that you use an "ethical bribe" in exchange for an email address. This can be done with an email-only discount or offer.

What will you offer as an email-only discount or benefit? _____

WHEN YOU CAN'T GIVE ANYTHING AWAY

If you can't give anything away in exchange for an email address, it's not time to give up. Your best bet is to ask for the email with confidence.

Write out below how you will ask for the email address if you decide not to give anything away.

Remember to say it out loud a few times. Sometimes what you write down sounds odd or stiff when you say it out loud, and you might decide to adjust.

Now that you know what you are going to say, practice saying it another five times. The first times through were to get it to sound right. Now you are trying to get it down into your brain so that you can say it when you need it. Trust me on this. Feel free to check off your practices below if it will give you a sense of accomplishment 😊.

Practice: 1. 2. 3. 4. 5.

MIXING IN TEXT MESSAGES

Following up via text message can be powerful, but it carries a little more risk. The mantra is: when in doubt, get permission.

Here's what I suggested in the Session.

Asking for that permission would sound something like, "I'll call you this afternoon, but if for some reason I miss you would you prefer I leave you a voice message or send you a text message instead?"

If you want to develop your own approach, take a minute and write it below.

Remember to say it out loud a few times. Sometimes what you write down sounds odd or stiff when you say it out loud, and you might decide to adjust.

Now that you know what you are going to say, practice saying it another five times. The first times through were to get it to sound right. Now you are trying to get it down into your brain so that you can say it when you need it. Trust me on this. Feel free to check off your practices below if it will give you a sense of accomplishment 😊.

Practice: 1. 2. 3. 4. 5.

TEXT MESSAGING A SHOPPER

Since you only have 160 characters, you are probably best off trying to move the conversation back to a phone call.

Here's the sample message I gave in the Session.

“This is Kenny from Super Storage. I got approval for a better deal. Call me at at 555-1212 and we'll work out details.”

If you want to develop your own approach, take a minute and write it below. Remember, you have a maximum of 160 characters.

CONFIRMING AN APPOINTMENT VIA TEXT MESSAGE

Here's the sample message I gave in the Session.

“This is Kenny from Super Storage. Reminding you of our appointment tomorrow at 1pm. Please call me at 555-1212 if you need to reschedule.”

If you want to develop your own approach, take a minute and write it below. Remember, you have a maximum of 160 characters.