

THE **ULTIMATE** **FOLLOW-UP** **BLUEPRINT**



Did You Know?

Only 2% of sales happen during the first point of contact, while 80% occur during the 6th-12th contact.

SOURCE: <https://ircsalessolutions.com/insights/sales-follow-up-statistics>





10 Biggest Follow Up Mistakes

REASON #1

Not Calling or Following Up at All

One of the biggest mistakes businesses make when it comes to follow-up, is not following up at all, especially with internet leads.

It's important to have a system in place to respond to all new leads as soon as they come in.





REASON #2

Not Calling or Following Up Enough

Another mistake is not making enough calls, or enough follow-up attempts.

80% of all sales are made between the 5th and 12th contact, yet 44% give up after the 1st attempt.



REASON #3

Not Scheduling Time to Follow Up or Inconsistent Follow-Up

You must follow-up on a regular basis.

Random follow-up attempts when you have time are not effective.

You must be consistent, by making contact attempts or touches often and regularly using multiple channels & mediums.

REASON #4

Waiting Too Long To Follow-Up

Every minute you wait to follow-up since your last contact, the greater your chances go down in reaching the prospect and converting a lead.

You also want to ensure you follow-up immediately and often with clients, to avoid losing rapport and allowing the cool-off factor to set in.





REASON #5

Lack in Variety in Follow-Up

You can't just keep repeating the same thing over and over... like calling, or e-mailing.

You must mix up your follow-up touches with everything in your arsenal, such as texting, voicemails, handwritten cards, letters, postcards, personal visits, Facebook message, you name it, you should work it in to your follow-up!

REASON #6

No Purpose in Your Call or Follow-Up

Too many sales reps make the mistake of calling without a reason. This turns into, “I’m calling to touch base with you...”, which is going to go nowhere just about every time.

Always have a good and strategic reason for your call or follow-up!



REASON #7

Ignoring Their Database

Too many businesses churn and burn through their leads and past clients.

When done right, and consistently, your database skyrocket profits on all your existing sales and marketing efforts and spend.



REASON #8

No Organized Database

So many businesses have no CRM (customer relationship management) system in place to track or manage their relationships.

If you think managing the lifeblood of your business with Excel, Gmail, Outlook, or Word is the way to go, you're doing yourself and your business a disservice.

Using a CRM can help you keep track of your contacts and make them easier to track your efforts.



REASON #9

Not Collecting Data / Out of Date Data

Once you have a CRM in place, the next step is to ensure you are using it!

You must collect data, by adding new contacts of people you meet (potential prospects), keep notes, categorize and ensure their information is always up to date.



REASON #10

No Effective Follow-Up Automation

You must stop trying to do everything yourself! In order to ensure maximum consistency and frequency in follow-up, you must automate as much as possible.

You do not have time to call every single person, every single month!

Ongoing marketing with strategic call to actions bring the opportunities directly to you instead.



Follow Up Assessment

Part 1

Is your follow up like a machine? How many boxes are you able to check off? The more the better!

1) Client Relationship Manager (CRM)

- ☐ Add New Contacts Consistently
- ☐ Import Contacts from Other Sources
- ☐ Organized by Category/Tags/Other
- ☐ Add Notes and Update Daily

2) Use of a Follow Up Schedule (Leads)

- ☐ Daily
- ☐ Weekly
- ☐ Monthly
- ☐ Yearly
- ☐ Never

3) Use of a Follow Up Schedule (Clients)

- ☐ Daily
- ☐ Weekly
- ☐ Monthly
- ☐ Yearly
- ☐ Never

Follow Up Assessment

Part 2

4) Use of Different Contact Methods (targeting existing leads and past clients ONLY)

- ☐ Phone
- ☐ E-mail
- ☐ Text Messaging
- ☐ Postcards
- ☐ Social Media
- ☐ Other Mailer
- ☐ Re-Targeting / Online Ads
- ☐ Events
- ☐ Other

5) Fast Follow Up

- ☐ Within 5 minutes or less (new leads)

6) Use of Automated Follow Up Methods (which types)

- ☐ E-mail
- ☐ Voicemails
- ☐ Text Messages
- ☐ Postcards
- ☐ Other Mailer/Newsletter
- ☐ Gifts
- ☐ Other

Our 6-Point Proven Process

Helps you implement a personal follow up system that will consistently grow and leverage your database, delivering more referrals and conversions.



Your Database

Start by getting all of your clients, contacts and leads categorized and sorted into a single database.

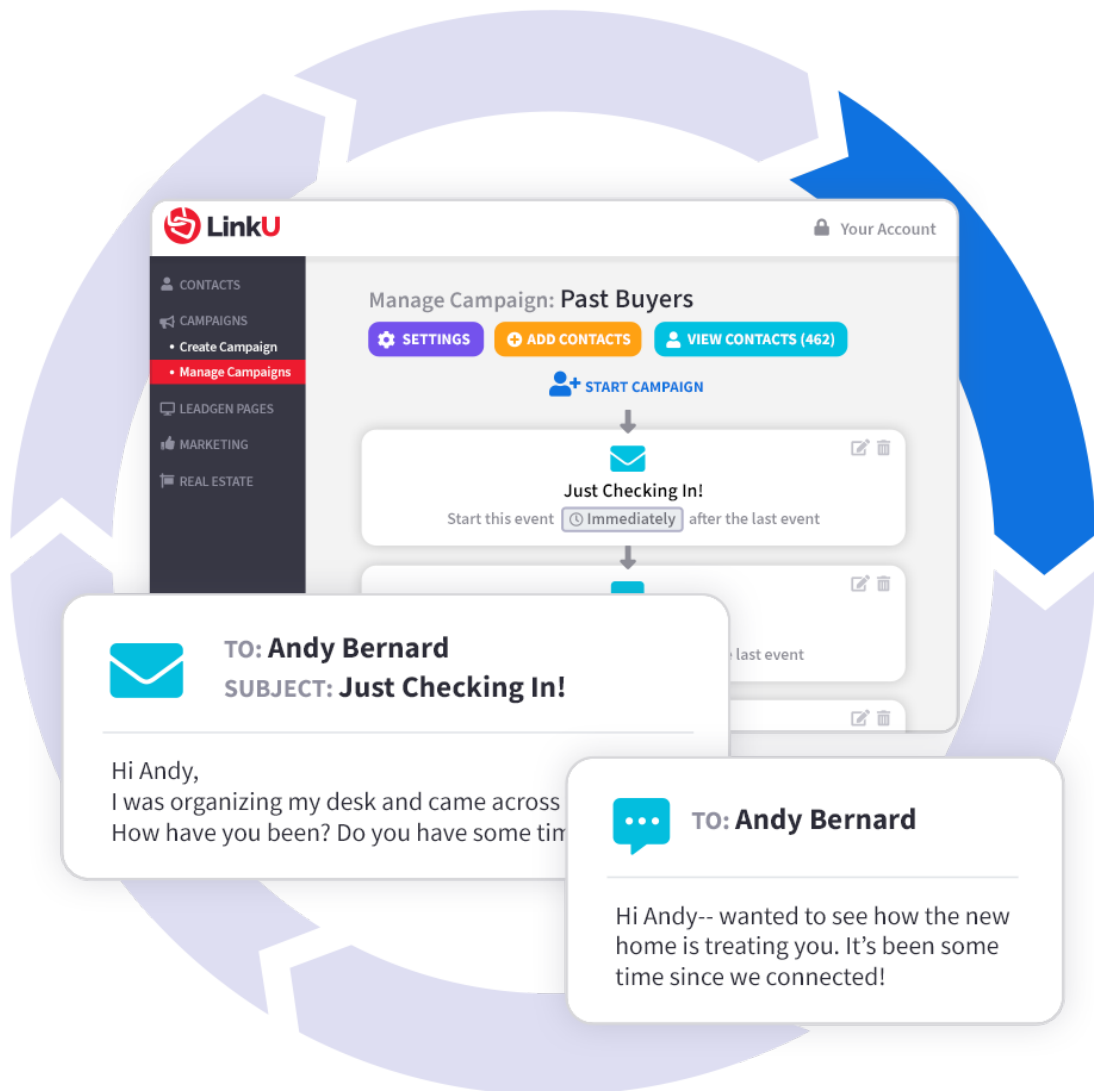
Next, start organizing your clients, then past clients, then work backward from there. This way you can segment marketing for clients and non-clients.



Past Clients & SOI

The fastest way to generate business and referrals is by reaching out to your clients, past clients and sphere of influence.

Your goal is to simply have conversations to identify potential needs and ways you can provide value.



Re-Engage “Old” Leads

Prospects that were dead ends months or even years ago can be brought back to life with our carefully calibrated personalized engagement.

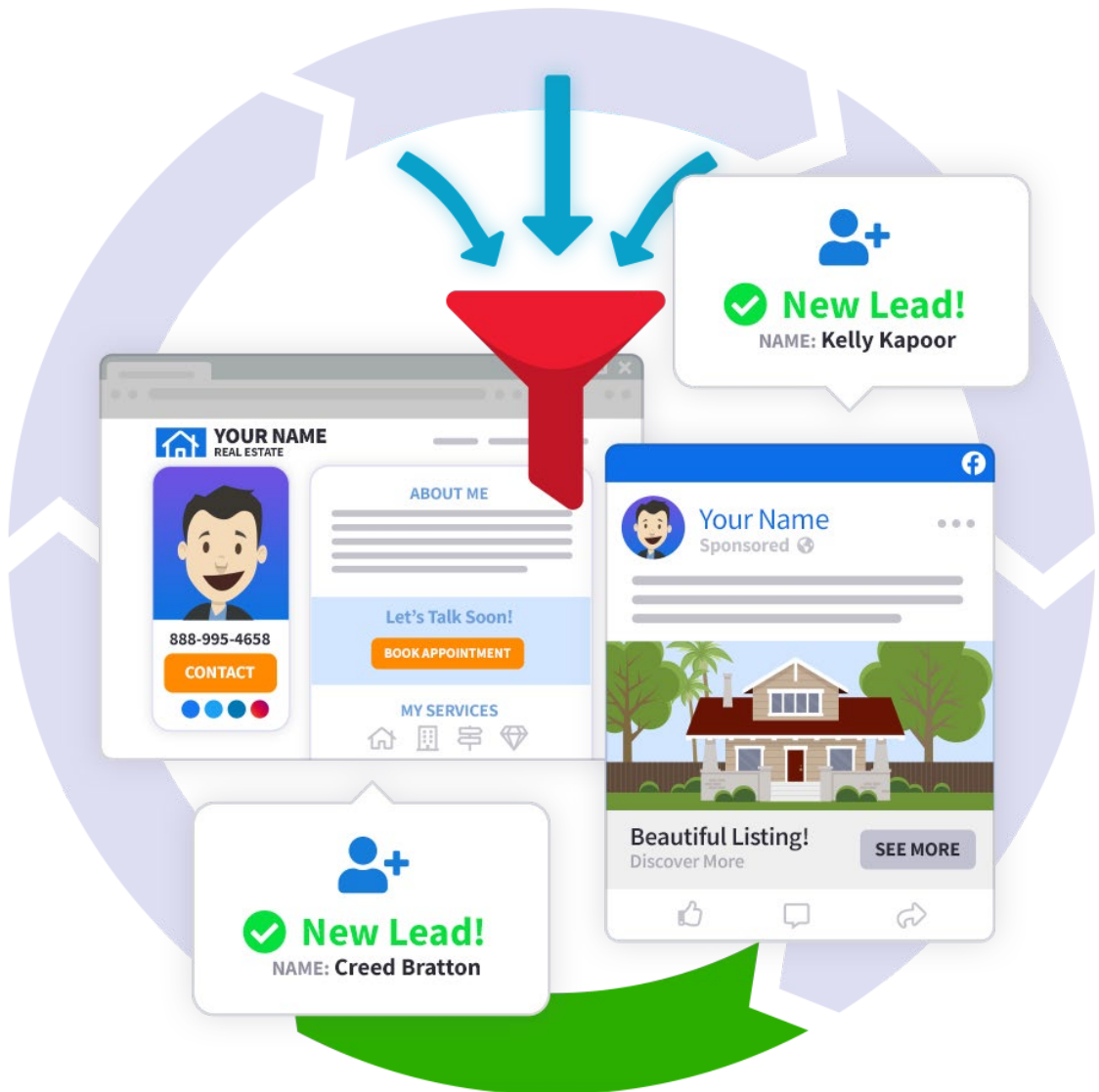
You can start by asking a simple question such as:
“Hi [NAME], awhile back you [PAST CALL TO ACTION], are you still in the market for [SERVICE]?”



New Prospects

Continue to add new leads to your database to combat churn (i.e unsubscribes, out of market, data changes, etc). Make sure you create ways for clients and prospects to get into your database by using lead magnets, landing pages, etc.

As these new leads enter your database, they should be automatically be funneled into your follow up systems.



Top of Mind

Use omnipresent follow up and marketing to ensure you stay top of mind of anyone who comes into your world.

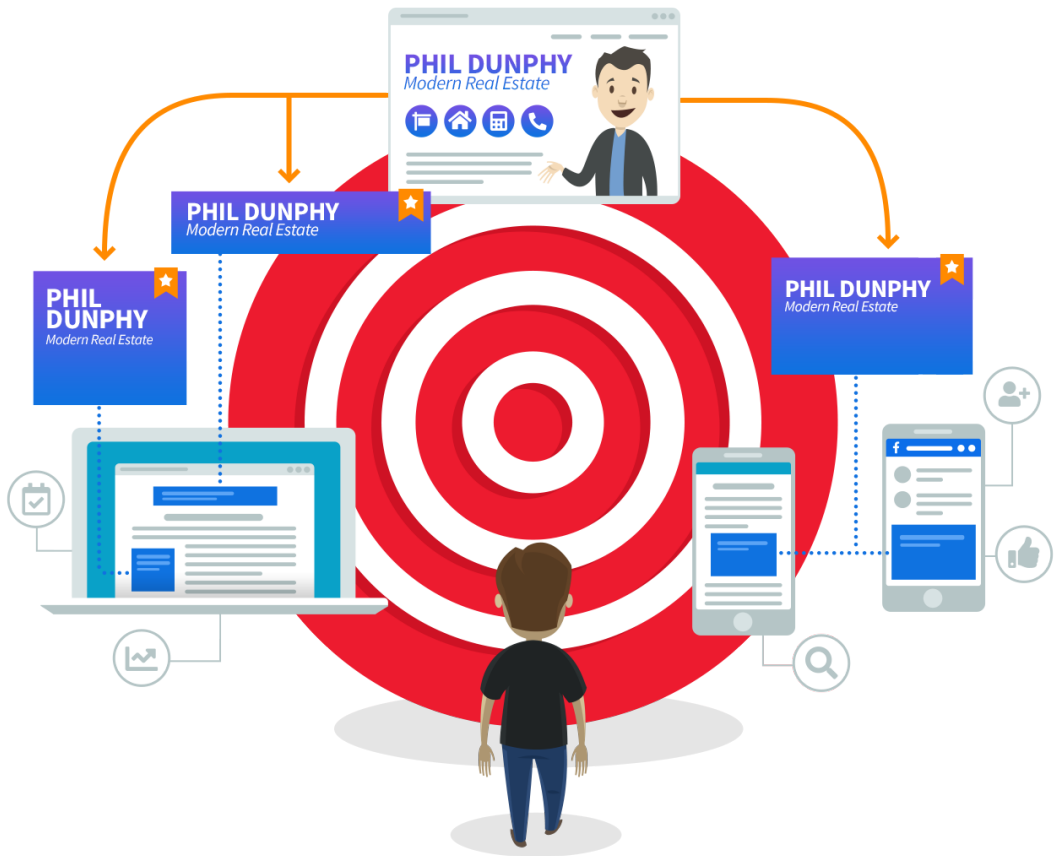
This means providing content of value using video, social media, retargeting, mail, e-mail, texting and anything else you can use to instill trust and authority for you or your brand.



Retargeting

THE **SECRET** AD CAMPAIGN

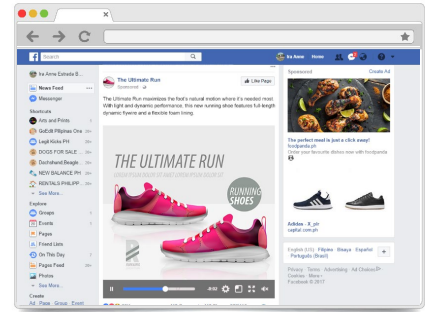
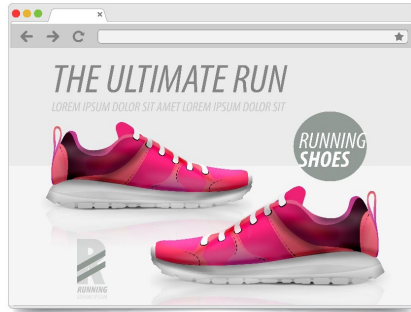
(only used by the big brands)



Retargeting allows you to target your marketing to people who have already interacted with you or your brand in some way.

How Does Retargeting Work?

You view a product or service online.



You start seeing ads for that product or service, everywhere.



Be the first person your prospects think of when they think real estate.

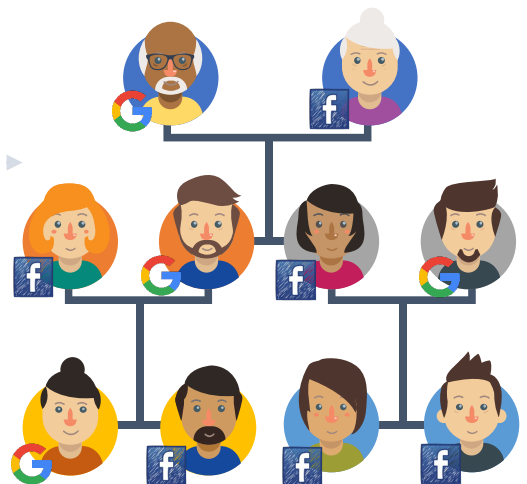
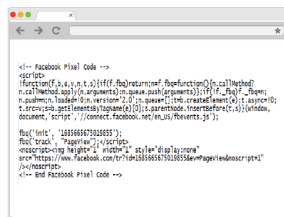


Show ads to your past clients, website visitors, and your family and friends.

How Do Pixels Work?

Visitor Clicks on Landing Page or Website

Pixel (Cookie) is placed in visitors browser.

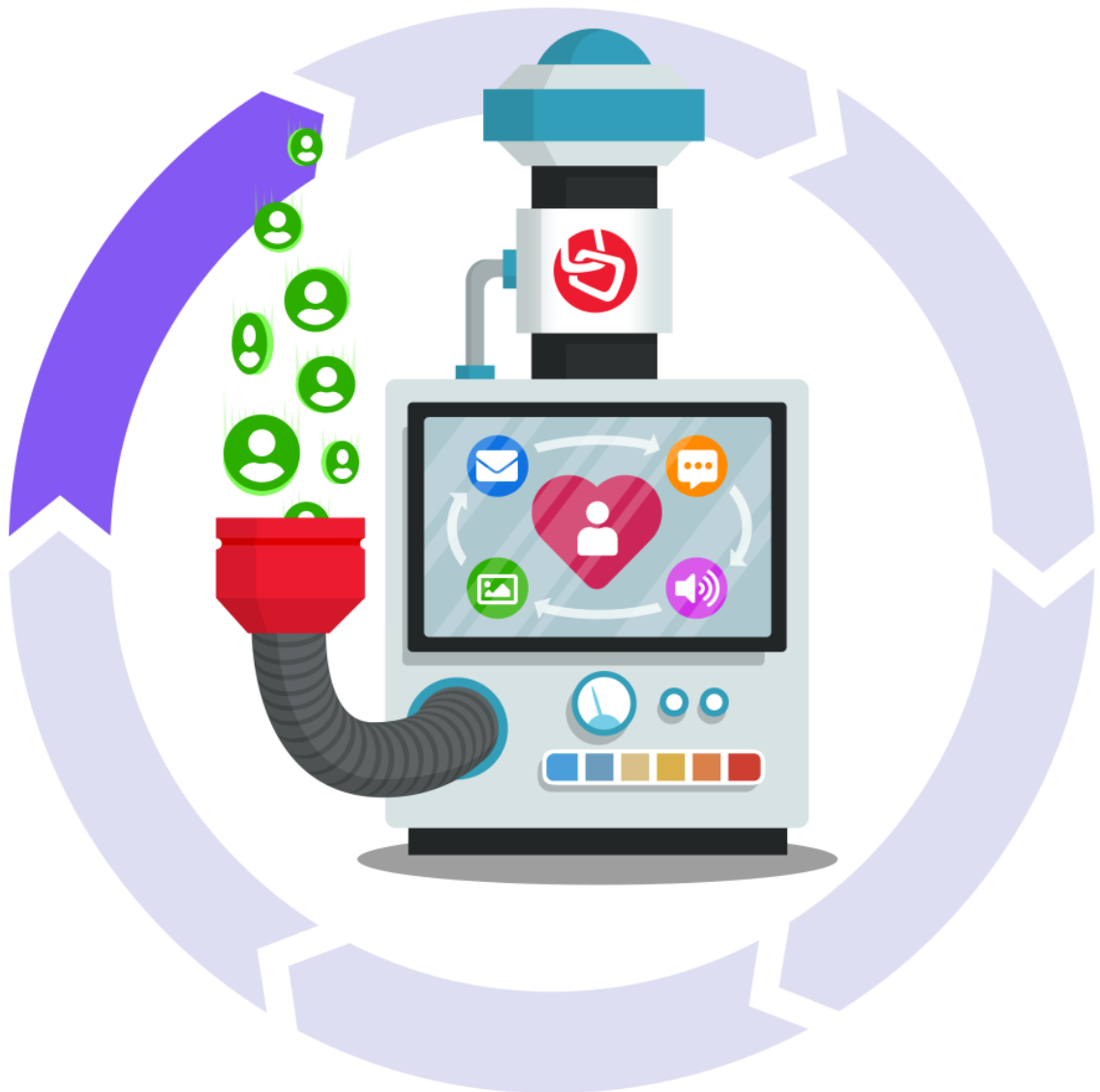


Visitor is Added to Your Audiences

Convert

Most businesses have weak call to actions, if any at all. Provide an easy path for the prospect to “raise their hand”, so you know who’s interested. This creates new leads from old ones, without paying again, therefore maximizing profit.

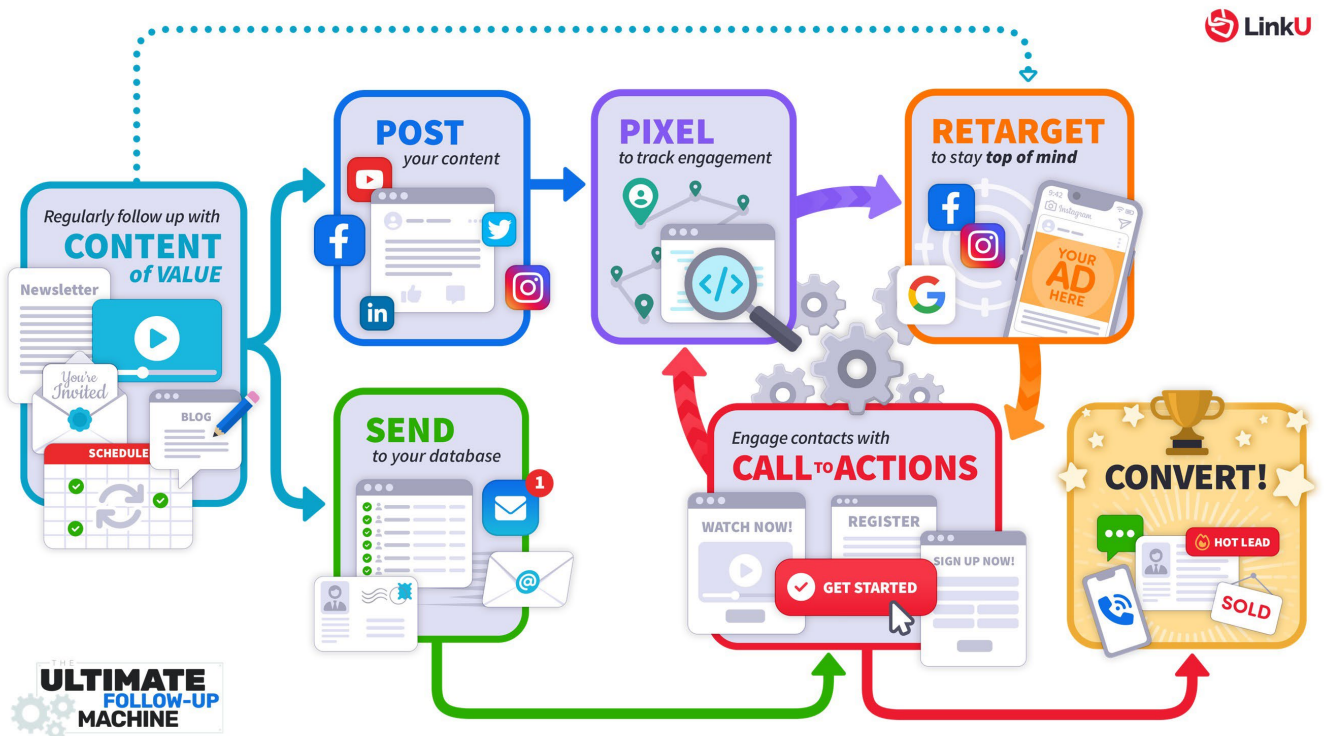
With a quality call-to-action (CTA), such as a resource (like this one), or video training, you can provide value and identify who’s in need of what you have to offer.



The Follow Up Flywheel

One of the ways we accomplish all of the goals of the Ultimate Follow Up Blueprint is by leveraging this Follow Up Flywheel.

This framework uses content of value, delivered through e-mail, social media and retargeting ads to re-engage clients, past clients and prospects again and again, with a percentage of those contacts engaging with the Call to Action.

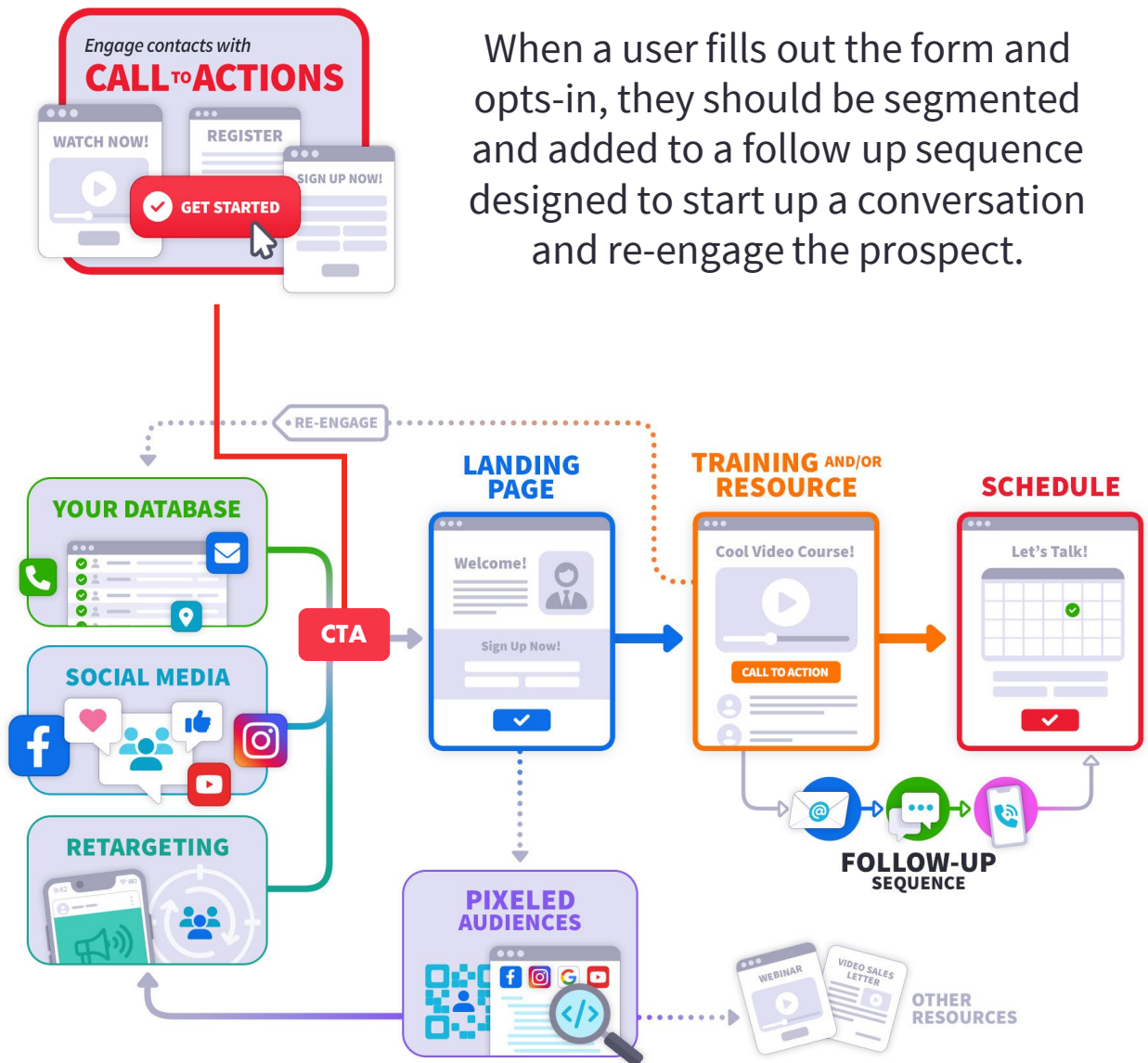


Want to see exactly how this entire strategy works?

Go to UltimateFollowUpMachine.com

Follow Up Funnel w/CTA

Contacts who click on the Call to Action will be directed to a Follow Up Funnel for a video training, or downloadable resource, consistently generating new opportunities over and over again.



Those who do only click but do not fill out the form are simply retargeted for a later time.

Follow Up for Leads & Prospect



Follow Up for Past Clients



Re-Engage + Stay in Touch: Past Clients & SOI (Variety)

Sample Text Messages & Emails

Hi [firstname], I was just checking my contacts and wanted to check in and catch up. – [Signature]

TEXT MESSAGE

Hi [firstname],
I was just checking my contact list and wanted to check in and catch up a little bit.

Do you have a couple minutes for a quick call?

[Signature]

E-MAIL

[firstname], I was in the area and wanted to check in. I hope you're doing great! Have you seen what the homes in your neighborhood have been selling for? – [Signature]

TEXT MESSAGE

Hi [firstname],

Hey There I'd love to catch up. It's been too long! Can I buy you coffee or lunch this week?

[Signature]

E-MAIL



If you had a system that could do it all for you, would you be interested in learning about it?



LEARN MORE AT:
UltimateFollowUpMachine.com