

# 5 TIPS FOR AN EFFECTIVE SALES FOLLOW-UP STRATEGY

**01**

## Personalize your follow-up

When reaching out to your customers, make sure to address them by name and mention specifics about their purchase.

**02**

## Time your follow-up

It's essential to reach out to customers soon after their purchase to ensure their experience remains top of mind.

**03**

## Provide value

One of the best ways to build a strong relationship with your customers is by offering them relevant information that adds value to their lives.

**04**

## Be consistent

Establishing a consistent follow-up routine is crucial to building trust and maintaining a good relationship with your customers.

**05**

## Encourage communication

Make it easy for your customers to get in touch by providing multiple channels for communication, such as email, phone, or social media.



# Follow Up Sales Strategies

**Jasmine Gentry**



## Follow Up Sales Strategies:

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relationships is more effective than focusing energies on gaining new customers so complex selling is more critical John Barker teaches the salesperson how to sell not only the product but also the organization and themselves and illustrates how to differentiate a product from the multitude of competitors by intangible separation factors The book is divided into three key sections and provides a workable view of the Next Step selling technique The first section offers a new approach to selling while the second section covers the nine key sales elements planning prospecting relationship needs positioning follow up barriers closing and negotiation The final section covers bringing the process to life with essential sales skills

Follow Up Sales Strategies Wanda Allen, 2015-05-26 Follow Up Sales Strategies simplifies the process of following up to get more sales Did you know that 80% of sales are made between the 5th and 12th contact Yet only 10% of sales people make more than 3 contacts This book is going to teach you how to become part of that elite 10% who follow up with a system that works This book will teach you how to Develop effective follow up habits for life Shift your mindset and priorities to support new follow up skills Gain more high value clients and win them over for life Get more organized with a proven follow up system Stand out from your competition Systematize your business to increase your bottom line Make more sales with ease

**PC Magazine** ,1988      **Sales Management** ,1928      **InfoWorld** ,1987      **ABC's of Relationship Selling** Charles Futrell, Mark Valvasori, 2003-07-29 The Second Canadian Edition of ABC s of Relationship Selling explores professional selling from a Canadian perspective As the title of the book suggests the text is centered around a philosophy about selling that success requires mastery of selling basics including selecting presentation styles and effective closing techniques In addition other key topics such as ethics and territory management are explored Using a logical step by step approach ABC s of Relationship Selling takes students through the selling process and gives them the tools they need to build effective customer relationships Regardless of the career path students pursue knowledge of selling skills such as effective communication and negotiation will prepare them for the workplace      **ABC's of Relationship Selling** Charles M. Futrell, Randal Singer, Peter (Peter Donald) Mitchell, 2001

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