



New Language of Sales
The Coach Approach to Sales

Follow-Up Strategy

HOW TO AVOID THE “CATCH ME IF YOU CAN GAME”

One of the questions I'm asked most is...How many messages do I leave before I stop calling? One of my clients uses a fabulous series of voice mail messages and I can personally attest to the success they produce.

A few years ago I was approached by a company to sell for them and I declined the opportunity up front. The manager didn't take no for an answer and left me 2 voice messages. I was upset and ticked off. What was it about my "No" that he didn't get?!! I didn't return his calls. Then he left me his last and final message and I returned his call immediately.

THE SECRET TO THE MESSAGE

What had me return his call within minutes was his attitude while delivering his message.

He was warm, caring, genuinely concerned about becoming a nuisance and I truly felt his commitment to adding value to my business.

If I had heard any frustration, anger or arrogance in his voice I would have deleted the message in the blink of an eye.

I actually felt badly for not returning his calls and returned his third message instantly!

You can't fake that kind of attitude. If you're feeling frustrated it will show up in your voice no matter how well you think you are hiding it.

My clients who are using this format

Are delighted with how well it

BRINGS PROSPECTS OUT OF HIDING!

SO WHAT EXACTLY WAS THAT MESSAGE?

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FOLLOW-UP PHONE MESSAGES

1

Hi ____, this is _____ from ____ calling because I promised to reach you today. Sorry I missed you. My number is _____

If I don't hear from you by ____ ill try again on ____”

2

“Hi ____, this is _____ from ____ calling, because I promised to reach you today. Sorry I missed you.

I notice that you've been difficult to reach and I'm not sure if it's because you're really busy or I've been guessing the wrong times that you might be at your desk/at home. If you wouldn't mind letting me know how to proceed, that would be great. My number is _____

3

“I noticed that it's been _____ since the last time we spoke. I am now facing a dilemma and I need your help. If I continue to call, I run the risk of becoming a nuisance, but if I stop calling I am sending you the message that I'm not interested in working with you, which isn't true.

Please let me know how you would like me to proceed. I can be reached at _____.”