The Follow Up

With Tony Fraser-Jones
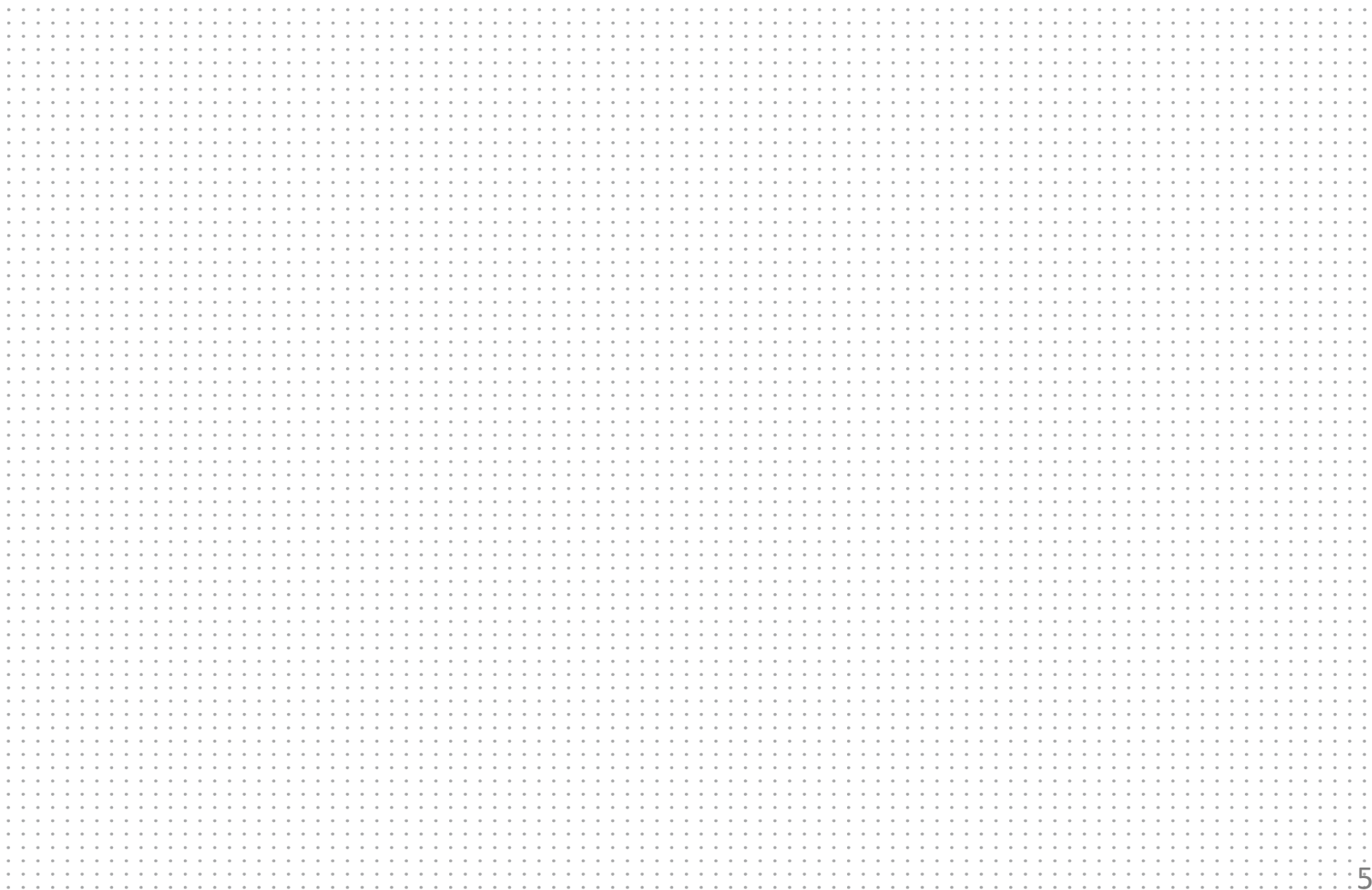
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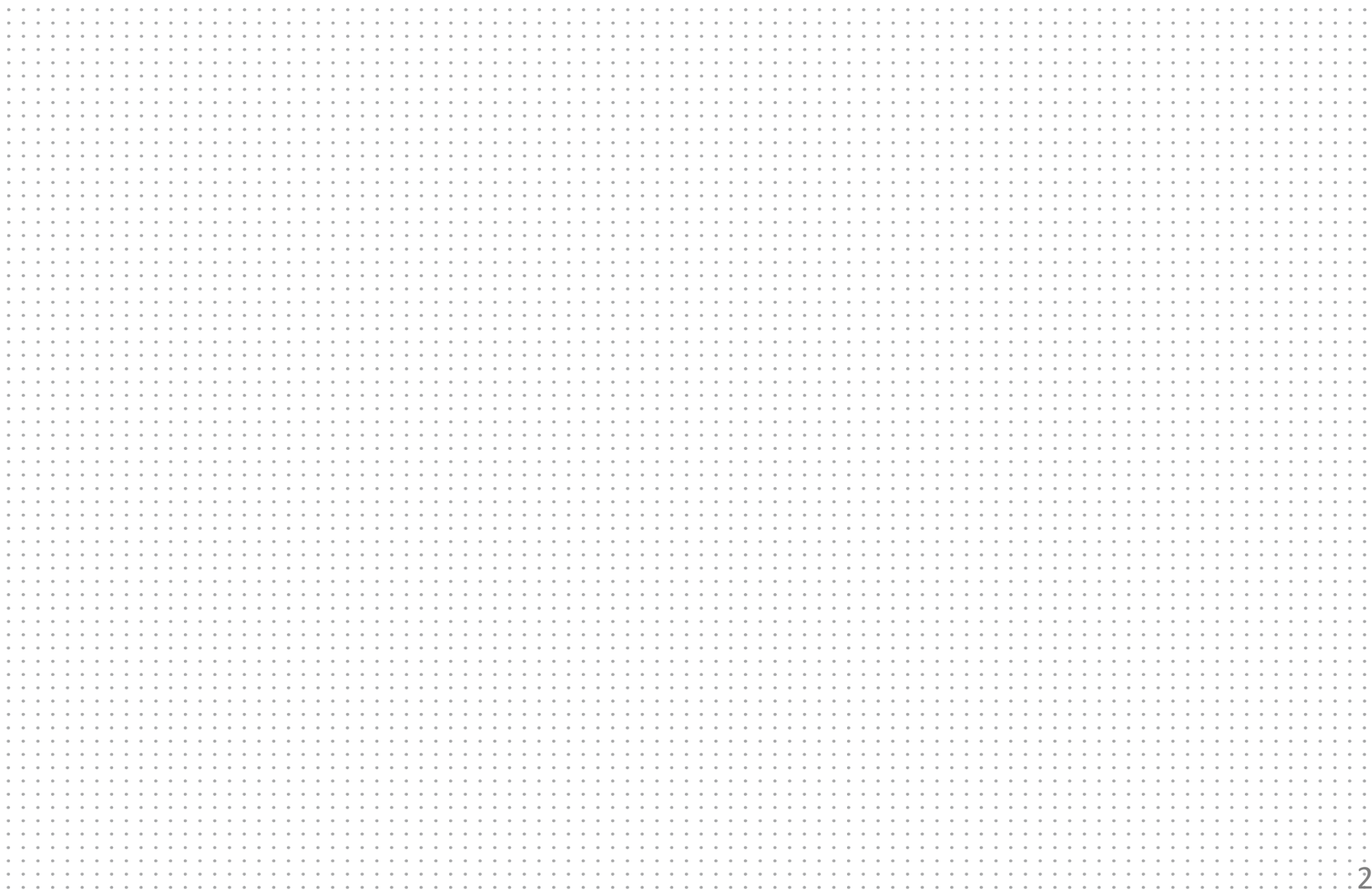
5 Key Principles…

1. Become A Professional…

2. Master The Mind Games…

3. Make It Personal…

4. Take The Initiative…
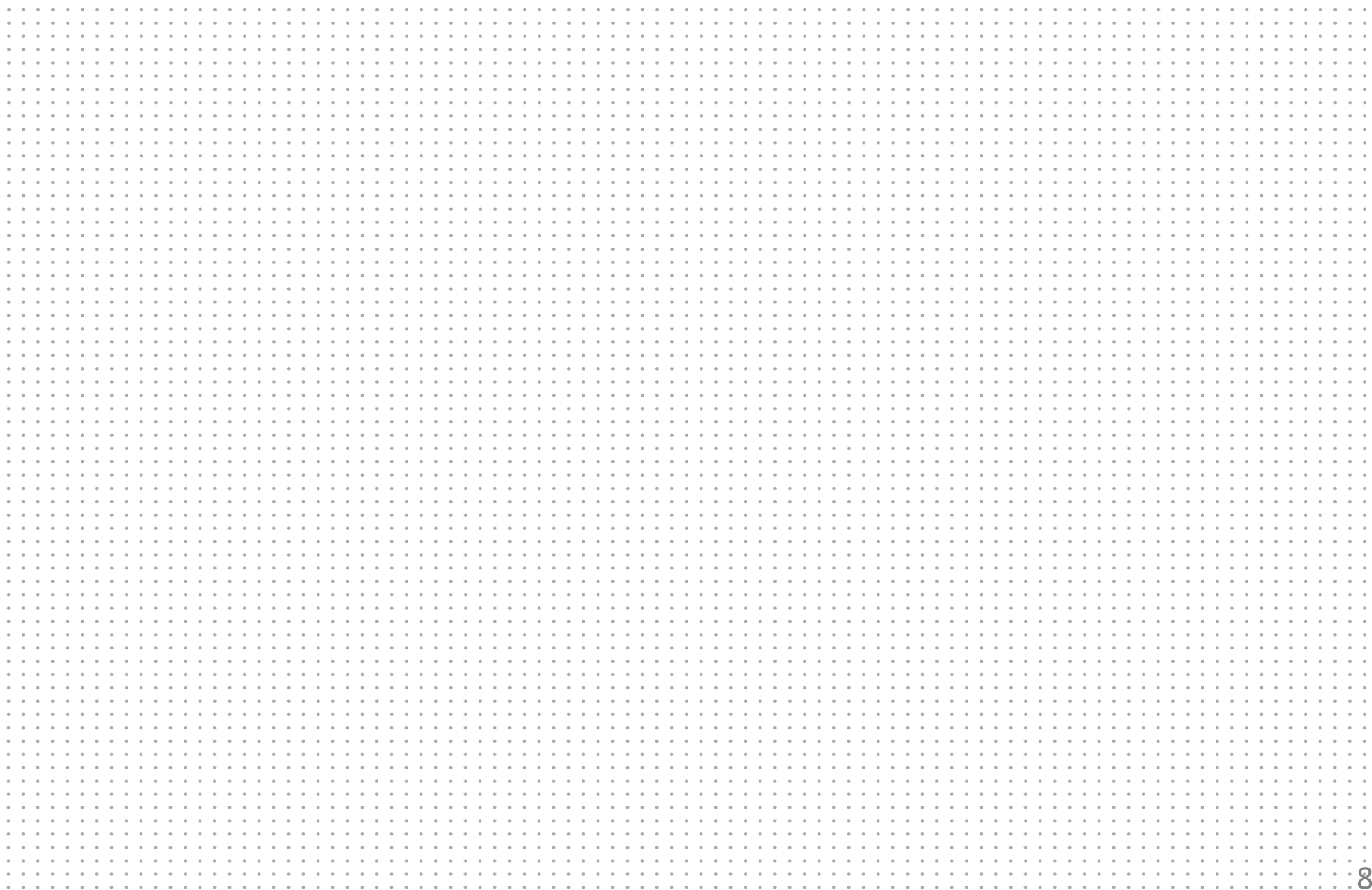

5. Look Up Stream…

The Sales Process
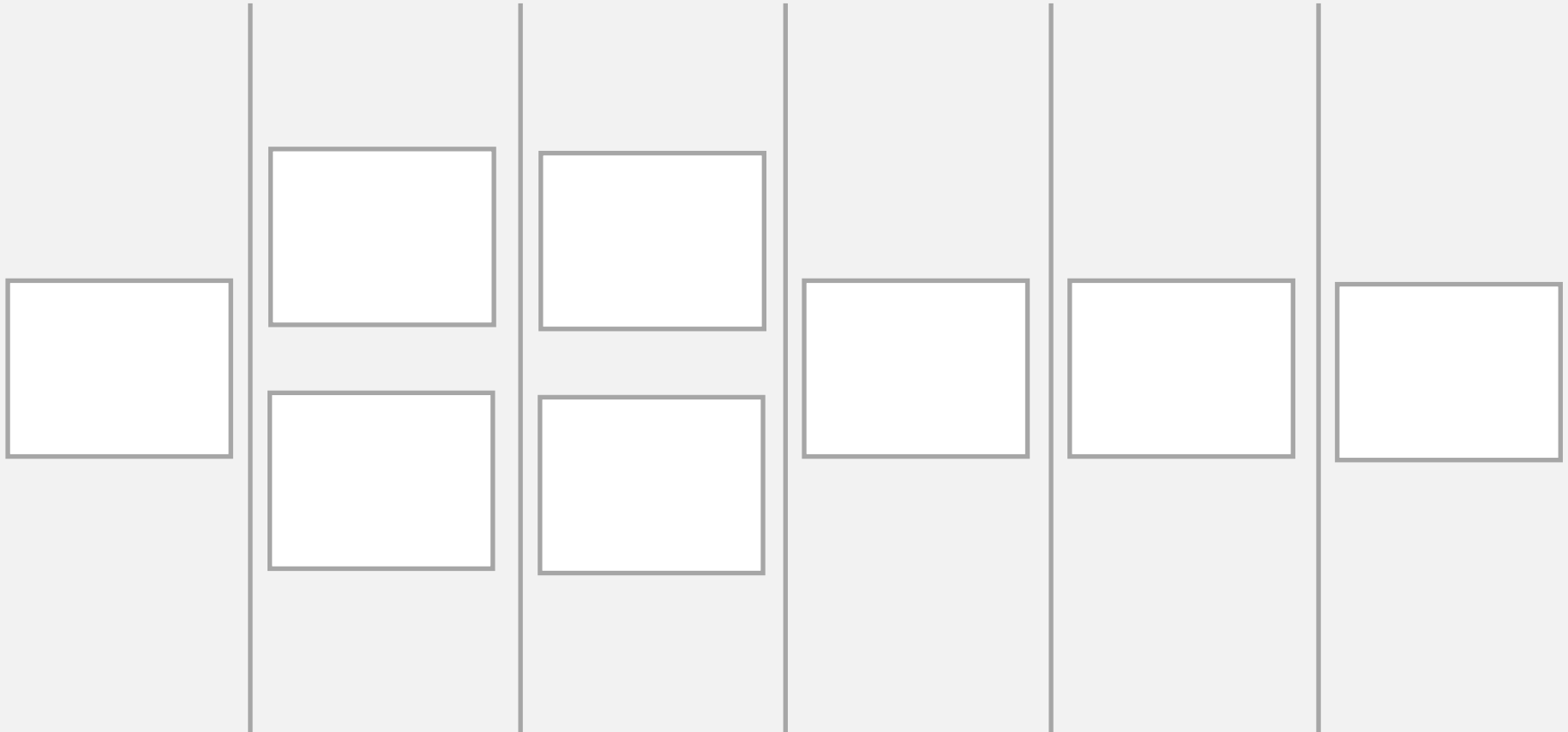
The Follow Up Process
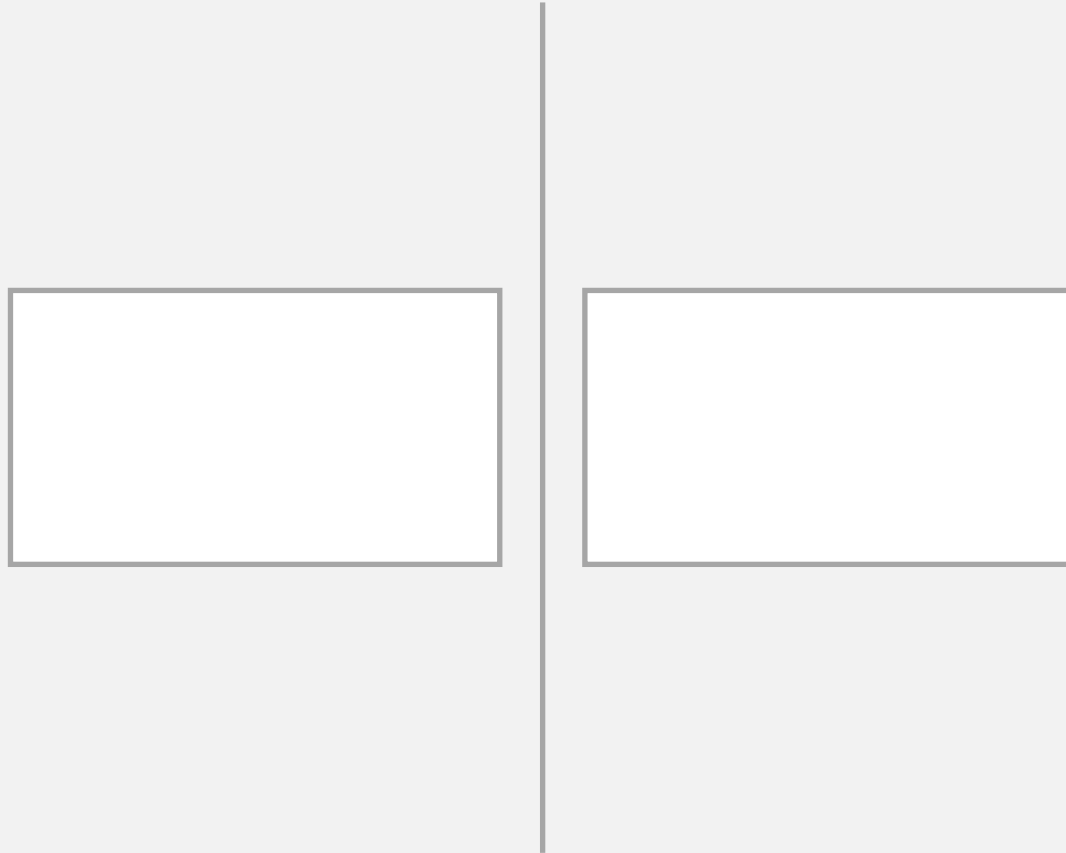
Email Follow Up Script #1

Subject line: (never use "follow up" in the subject line. Better to use a subject line that is relevant to the purpose of the email – which is to get them to accept your quote)

e.g. Let's talk about your (insert project name here e.g. new garden, new water heater, new security system etc)
or
Quote for your (insert project here)

Hi (Name),

I hope you're doing well today.

I enjoyed talking with you about your (insert project here).

I haven't heard back from you and was wondering how you are getting on with the quote we gave you?

We're super busy over the next (insert time frame e.g. 4 weeks) but we do have some space later on next week where we could fit your job in…would like us to book you in?

(Tell them how to accept the quote e.g. if you want to go ahead please click the link below to accept our quote)

If you're not ready yet, that's no problem.

If you have any questions about our quote, please let me know by replying to this email. I'd love to work with you to get this happening.

Best regards,

(Your Name)

Email Follow Up Script #2

Subject Line: (Ask a question)

e.g. Do you still need a (insert your trade here e.g. Plumber, Landscaper, Painter etc)?

Hi (Name),

I hope you're doing well.

I haven't heard back from you about the quote we gave you for (project name e.g. water heater, security system, landscaping project etc).

Have you been too busy to get back?

Have you decided to use another (insert trade here)?

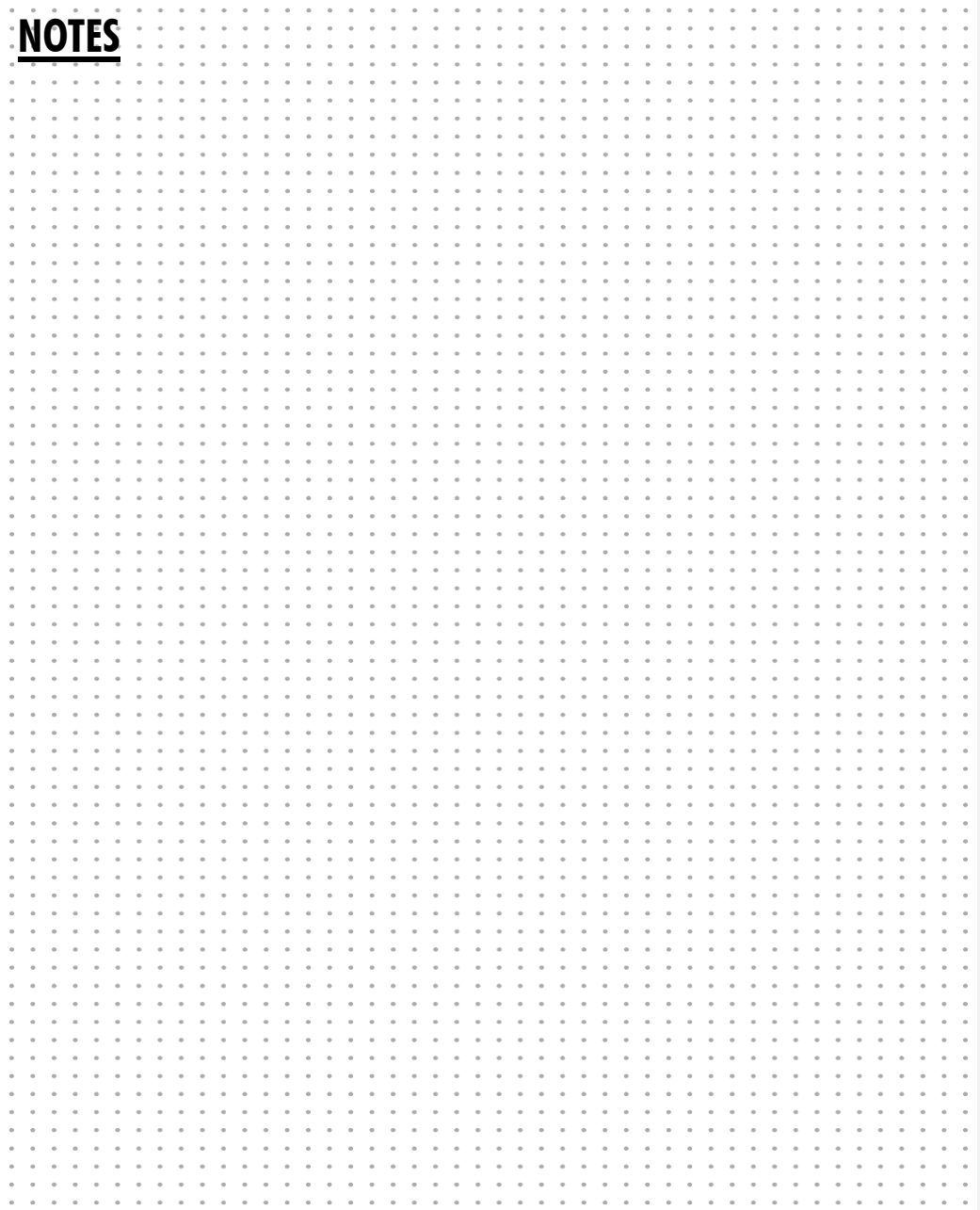*Is it not the right time for you?*

Or is there something else that we didn't get quite right for you?

Let me know. I'd love to work with you get this sorted for you.

Regards
(Your Name)

P.S. We're super busy over the next (insert time frame e.g. 4 weeks) but we do have some space later on next week so if you do want to go ahead we could fit your job in then…would you like us to book you in? (Tell them how to accept the quote e.g. if you want to go ahead please click the link below to accept our quote)

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Phone Follow Up Script #1

Never underestimate the power of follow up! Your clients will respect you for your business savvy and most competitors will not follow up. Here's how to approach the follow up.

Call the decision maker within a day of sending or delivering the quote (this way you can ensure they have received and looked at your quote / tender and you are "on their mind").

"Hi (Name). It's (your full name e.g. John Smith) from (your business name e.g. XYZ Electrical) speaking. How are you?"

"(Name of person who did the quote e.g. Neil or I) talked with you about (project description e.g. getting a replacement hot water system) on (day e.g. Monday / yesterday etc)."

"I was wanting to check that you've received our quote. (Yes / No – if not resend it) I'll resend it now while I'm on the line and make sure it gets through to you."

"Great! Did you have any questions about our solution?" (Answer as appropriate)

"We're very busy over the next (timeframe) 4 weeks but we do have some space early next week where we could fit your job in…would like us to book you in?"

If yes, book job.

If no – *"I understand it's an important decision. Do you have a timeframe in mind for when you might like to get started?"*

Objection handle / answer questions. The key here is getting the client to focus on what they need to figure out with your quote so they can move forward. Clients say they want to think about it, but they seldom do. If you can't get yes, lock in the time for when you will follow up. Try not to leave the call open-ended.

"I'll give you call on (insert day and time) to see how you are getting on. Is that ok?"

"Have a great day."

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Phone Follow Up Script #2

Call the decision maker to follow up after initial follow up call. Here is what you can say.

"Hi (Name). It's (your full name e.g. John Smith) from (your business name e.g. XYZ Electrical) speaking. How are you?"

"(Name of the person who followed up initially e.g. Neil or I) talked with you recently about (project description e.g. getting a replacement hot water system)"

"Last time we talked I said I'd give a call to see how you are getting on with making a decision. So where are you at?"

Use Scarcity and Urgency
"We're busy over the next (timeframe) 4 weeks but we do have some space early next week where we could fit your job in…would like us to book you in?"

Handle Objections / Answer Questions. The key here is getting the client to focus on what they need to figure out with your quote so they can move forward. Clients say they want to think about it, but they seldom do. If you can't get yes, lock in the time for when you will follow up. Try not to leave the call open-ended.
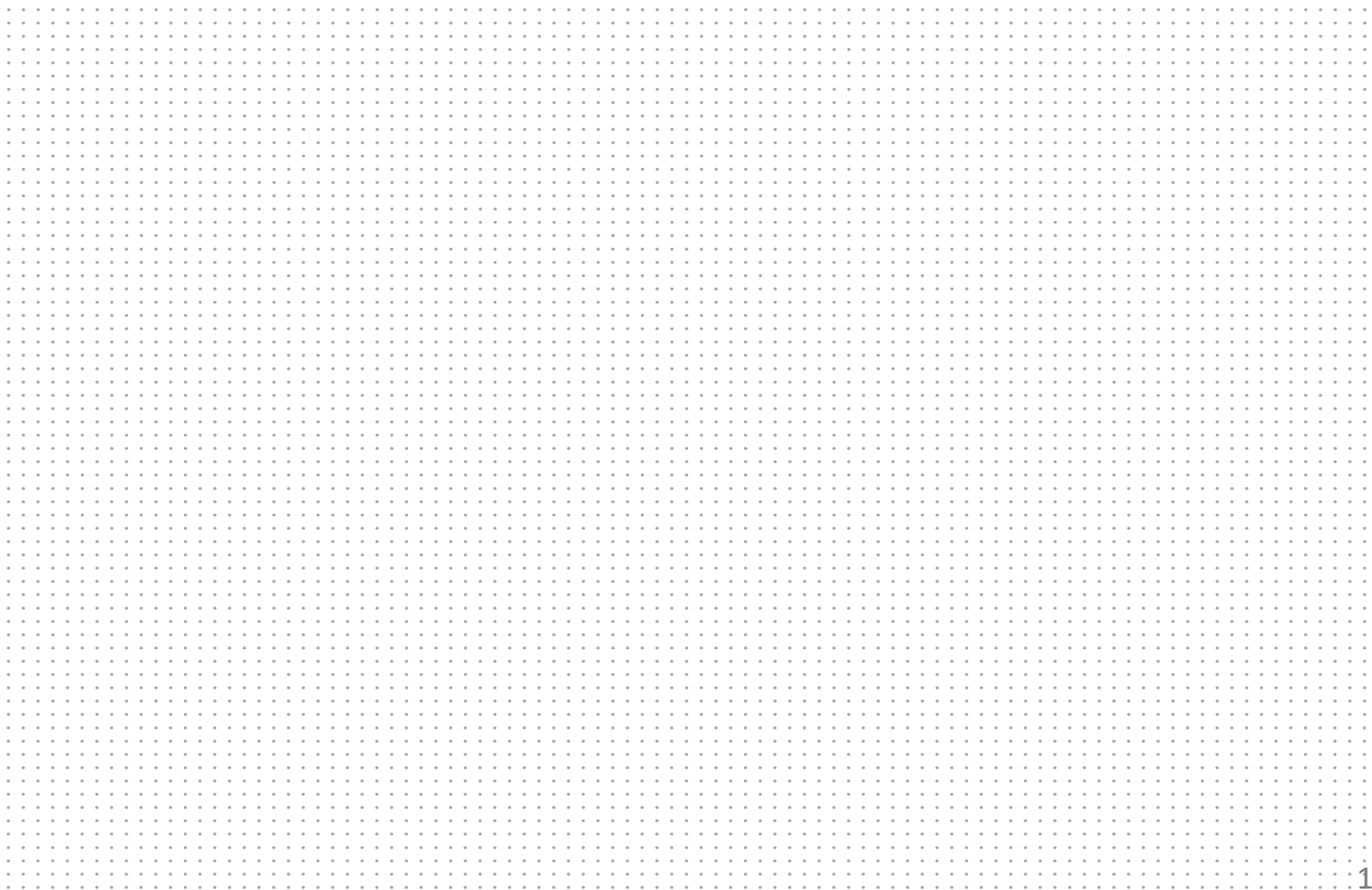
A good line to use when you've handled objections is *"so, what do we need to do to get this job underway for you?"*

"I'll give you call on (insert day and time) to see how you are getting on. Is that ok?"
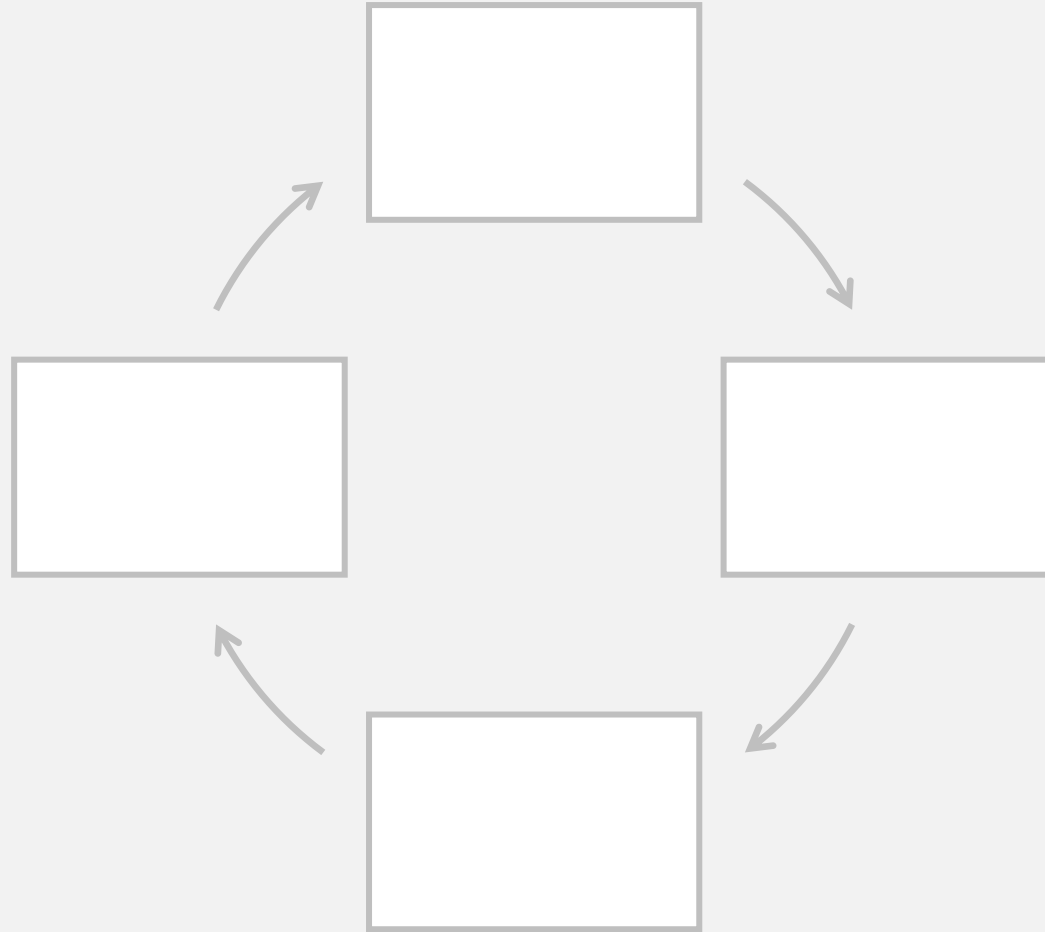
"Have a great day."

Repeat the script until you get to yes or no (and you know why).
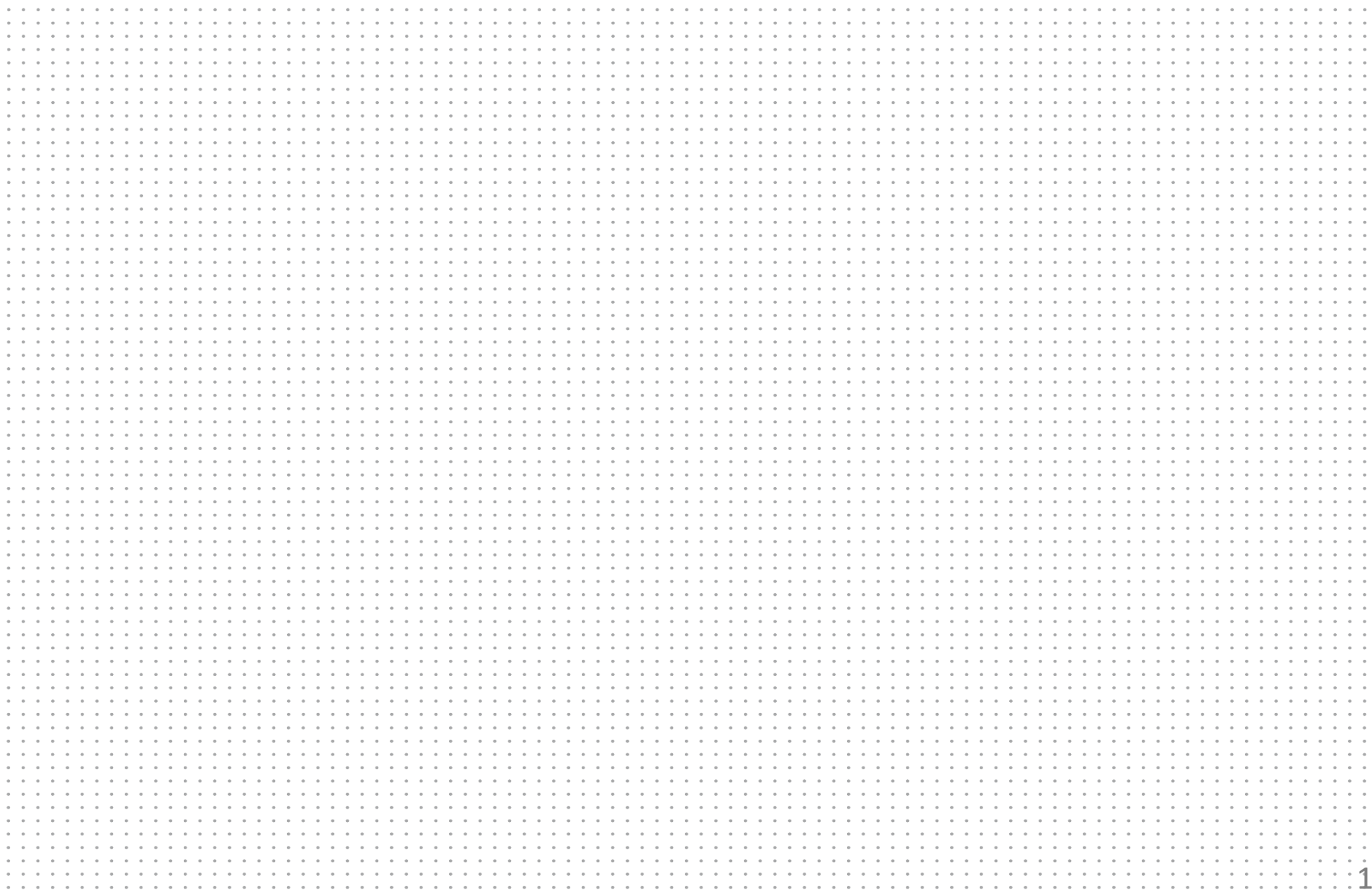
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Types Of Objections

The LAER Method

Objection Handling Example

Customer: "Oh, we liked your quote, but it was just a bit expensive."

(Listen) First off, we listen without interrupting.

(Acknowledge) Then we acknowledge what the client has said and empathise with them.
"I really appreciate the feedback. So, what I'm hearing is that the quote we put together is too expensive. Is that right?"

Customer: "Yes that's right."

"Okay. Thanks. I understand. It must be frustrating when you get a price that's more than you expected and you're thinking about how you're going to make it all work."

(Explore & question) Now it's time to explore and ask questions so you can understand the real objection.

"Just to help me understand better, do you mind me asking…is our quote too expensive compared to some other quotes, or is it too expensive compared to with what you're wanting to spend?"

And then depending on how they answer, you can go down the appropriate path of asking more questions.

Customer: **(Listen) Let's say they respond with "it's too expensive compared to some other quotes that we got."**

(Acknowledge) *"Okay, I appreciate the feedback. So what I'm hearing is that our quote is a bit expensive compared with some other quotes that you've got?"*

Customer: "Yes that right."

"So, if the price was more in line with what you expected, would I be right in thinking that you would go ahead with our quote?

Customer response:

"I suppose you're wondering how different people come up with different prices."

Customer response:

Objection Handling Example

(Explore) Here's where we want to dig into the other quotes and figure out if we are comparing apples with apples.

Customer response:

"My aim is to provide you with great service, so you get a great result whether we end up helping you with your job or not. And what we've found is that sometimes the quotes look similar in terms of what's getting done but when you look a bit further there can be some differences. Like what type of material / fixtures are being used (or specified). Or maybe someone has cut some corners to keep the price down **(give an example that relates to your quote)**. *And we're not comparing apples with apples. Would it be helpful for us to go through the options you have and make sure you're getting the best result?"*

Customer response:

This is where you can dig down into whether you are comparing apples with apples. Are the specifications the same? Is the quality similar? Then you can figure out if they've provided a better option or you've provided a better option. Or whether they are cheaper when comparing like for like.

(Respond) Now you understand the real problem. And you can choose how to respond and solve it.

"Great, I think I've got a picture of the whole thing now. So….

*"…If our price was around **XYZ**, you'd be happy with go with our quote (if you want to price match)."*

Or, *"…I don't think I can match **XYZ** price, and frankly I don't know how they are making any money at that point. But if I could do **ABC** price, would that work for you?"*

Or, *"…If we changed this part of our quote to **(insert change here),** would that work for you?"*

Or, *"…Based how our solution stacks up against the other quotes, would you like to go ahead with our quote?"*