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 is that (Prospect Name). Great! 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.”*

Phone Follow Up Script 2

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

*“Hi is that (John). Great! 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).**