

Building Business Relationships With Out the Manual Labor – Part 2

Very effective salespeople do follow-up, and they follow up pretty darned well. They have it on their calendar. They have ticklers and they have systems and ways to remember to call this person in three days, six days, 15 days, 45 days, whatever the case may be.

That follow-up is effective and good, but that is so old school. You can do so much better than that today, and dramatically multiply your results. There are people out there thinking, "I do follow up." Our experience has been that most people don't follow up, and they know it. There's that gnawing pit in their stomach that says, "I know I'm leaving money on the table, because I'm not following up the way I should." That's what most people say when you talk to them and you really find out the details.

For those few who do actually follow-up, it tends to be one way of following up. Maybe they have a seven-step letter that they send out over the course of 90 days. Maybe they pick up the phone six times over the course of the next 180 days, or whatever the case may be, but it tends to be very manual, very labor-intensive, very old school.

There are ways to do it that are very different and that truly multiply the results that you get. I know one commonality that our readers have is they want a flood of clients.

Getting leads without knowing what to do with them is pointless because you can get too many leads. We see people all the time. So, could you give some examples of some follow-up systems, because the neat approach that you have is that you get some of the world's best marketers coming to you to figure out how to implement their marketing ideas.

You almost have this R&D lab, where you get to observe it day-in and day-out. You see what works and you see what doesn't work, and you build these systems into your software, so people can accommodate all of these things.

About the Author

Joe Polish's Tempe, Arizona office, headquarters for Piranha Marketing, is often referred to by marketing insiders as "action central" for much of the entrepreneurial world. Though he made his fortune in an almost invisible niche by telling carpet cleaners how to crush the competition and turn their small local businesses into money-churning machines, he is now among the most well-known, respected, "complete marketing geniuses" in the world. <http://www.geniusnetwork.com>

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