UNLOCK THE POWER OF YOUR SALES PYRAMID

MASTER THE 5 CORE FOLLOW-UP SYSTEMS FOR

MAXIMUM RESULTS

A Quote

by Tom Ferry

"**All the money is in tech-enabled, scheduled, relentless,**

systematic, follow up. Lead generation is no longer the issue."

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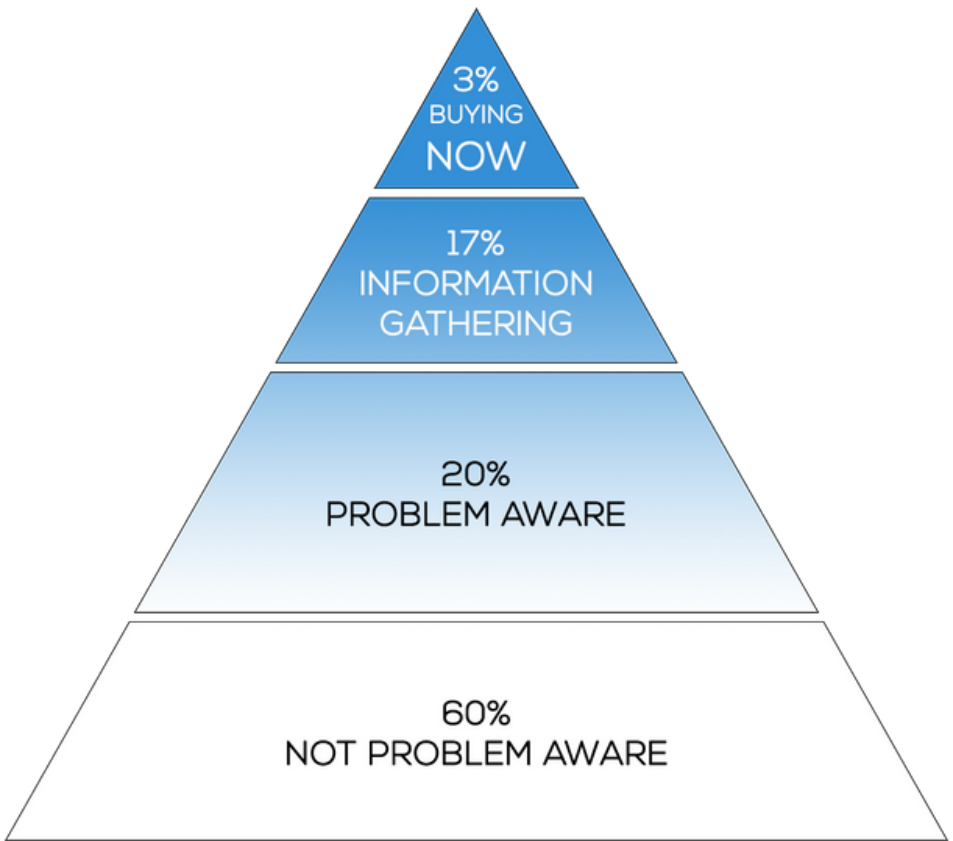
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Introduction

In the world of sales, follow-up is crucial. Whether it's following up with leads, checking in with current customers, or following up on outstanding issues, staying on top of these tasks is essential for building and maintaining relationships and driving sales. However, managing follow-up can be a time-consuming and challenging task for salespeople, especially as their workloads grow and their customer base expands. This is where automated follow-up systems come in. Automated follow-up systems allow salespeople to schedule and automate tasks, freeing up time for other responsibilities and helping them stay organized and on top of their work. In this e-book, we'll explore the top 10 reasons why salespeople should consider implementing automated follow-up systems to help improve their productivity, customer relationships, and overall sales success.
So, let's get started!

The Sales Pyramid

The Sales Pyramid represents all of the people within your sphere of influence in relation to purchasing your product or service.   For that matter the Sales Pyramid represents every product or service being sold.

Phase 1: 60% Not Problem Aware.

For example: If you recently purchased an iPhone you may not have any interest in, nor are you paying attention to, marketing or ads about iPhones.   You are in the 60%, not problem aware; It's not even on your radar.

Phase 2: 20% Are Problem Aware.

Example continued: Perhaps your phone is a year to a year and a half old. You are starting to pay attention to ads and marketing, but only casually. You're not going out of your way to learn more.

Phase 3: 17% Gathering Information

This is your biggest area of opportunity and where blogs, social media posts, downloads, websites, and "more information" are critical to marketing your business. The biggest differentiator between Phase 3 and Phase 2 is that people in Phase 3 are taking action!

Example Continued: Your phone now is slower than molasses. Your cell phone bill annoys you more than usual so you start looking at ads more closely. You are potentially logging on to different companies' websites to see who has the best deal. You are reading product reviews about new features and researching current customer's input.

Phase 4: 3% Buying Now

The mistake many people make in their business is they focus too much on this group. For the most part the potential client has already made their mind as to what they want to do and is, or is about to, make a purchase. Likely by the time you hear that they are interested in your product or service it's already too late.

Example Continued: You've made the decision to get your new iPhone and while out running errands you stop in and make your purchase knowing everything there is to know before you get there.

The Sales Pyramid should be a guide for you for your marketing, follow up systems, and content creation. Know which group you are creating for and that will likely help you instead of making one system designed to fit all.

The 5 Core Follow Ups Outline

Every single one of your contacts should be nurtured. Most of the time we just think about business but it goes into acquaintances, friends, close friends, and family too. You should definitely have a system for business, but if it can also work for the personal side of your life, it's the best of both worlds. Here are the 5 Core Follow Ups:

- New Lead Nurture
- Pre-Appointment Nurture
- Post-Appointment Nurture (Hot Lead Nurture)
- Post Purchase Nurture
- Long Term Nurture

Let's break these down a little more to help you understand their importance and where in your sales pipeline they should reside. While it may be self explanatory, we teach a deeper understanding of each one as it relates to the Sales Pyramid.

New Lead Nurture

A new lead comes in because they opted in to a lead magnet, similar to what you're reading right now. You'll have the best results of turning that lead into a booked appointment if you follow up within 5 minutes. However, that may not be a good time for them, so following up 10 - 15 times within 21 days gives you the best chance of success.

Pre-Appointment Nurture

Most people thing this is just appointment reminders. While that is true, you want them to get on the call, Zoom, in-person meeting, it's not the only thing this nurture is made to do. The Pre-Appointment Nurture can help indorenate the lead into your world so they get to know you and your business more. Then when you meet, they'll feel more at-ease with you allowing you to explore if you're a fit to work together and take the conversation to the next level.

Post-Appointment Nurture (Hot Lead Nurture)

This potential client raised their hand. They opted in to get information from you and booked time to meet with you. You met but during your meeting they were not ready to seal the deal. They are a HOT LEAD! This is probably the most important nurture out of the 5 Core Follow Ups. They have some sort of objection and this nurture will help them overcome that objection, continue to build their trust in you, your product, your service. It also needs to get them to make a decision to either book another call or buy. You're close to closing the deal, they just need a little more nurturing to make it happen.

Post Purchase Nurture

Congratulations! You have a new client! The communication does not end there. Your customers need to continue to be nurtured, especially right after purchase. What is your onboarding process? What can they expect? How do they use your product? What are key tips other customers are doing with your product/service?

This is also where you will ask for referrals. A happy customer will tell two to three others and refer you. You need to capitalize on that so your business grows!

Long Term Nurture

This is your long term drip sequence to stay top of mind of your leads. You can also put customers in this nurture. For the lead, they were not ready to buy. They may have just become Problem Aware or were Information Gathering (see Sales Pyramid).

The Long Term Nurture should be "two touches to infinity and beyond". Meaning people will stay here until they either book time on your calendar, purchase, or unsubscribe. This can include helpful tips, a newsletter, etc.

Improved Time Management

One of the biggest benefits of automated follow-up systems is the improved time management they offer salespeople. With automated follow-up systems, salespeople can schedule and automate tasks such as sending emails, making phone calls, and scheduling follow-up appointments. This frees up time for salespeople to focus on other responsibilities and priorities, rather than being bogged down by manual, time-consuming follow-up tasks.

For example, let's say a salesperson has a list of 100 leads to follow up with. Without an automated system, the salesperson would have to manually send emails, make phone calls, and schedule appointments with each lead.

This can be a daunting and time-consuming task, especially if the salesperson has other responsibilities and priorities to attend to.

With an automated follow-up system, the salesperson can set up personalized email templates, automated phone call scripts, and appointment scheduling options. This allows the salesperson to efficiently follow up with all 100 leads without having to manually complete each task. The salesperson can also schedule follow-up tasks in advance, so they are not overwhelmed with follow-up tasks on a daily basis.

In addition to saving time on follow-up tasks, automated follow-up systems can also help salespeople prioritize and manage their workload more efficiently. For example, the salesperson can set up alerts and reminders for important follow-up tasks, ensuring that they don't miss any important opportunities.

In short, automated follow-up systems help salespeople better manage their time and workload, allowing them to focus on other responsibilities and priorities while still ensuring that their follow-up tasks are completed efficiently and effectively.

Increased Productivity

Automated follow-up systems can also help increase the productivity of salespeople. By streamlining and automating follow-up tasks, salespeople can focus on higher-level responsibilities and activities that require more critical thinking and decision-making. This can lead to increased productivity and better sales results.

For example, let's say a salesperson is trying to close a deal with a potential customer. Without an automated follow-up system, the salesperson may spend a significant amount of time sending emails, making phone calls, and scheduling appointments to follow up with the customer. This can be a time-consuming and frustrating process, taking the salesperson's focus away from other responsibilities and priorities.

With an automated follow-up system, the salesperson can set up personalized email templates and automated phone call scripts to follow up with the customer. This allows the salesperson to focus on other aspects of the sales process, such as researching the customer's needs and preferences, creating customized sales proposals, and negotiating the final deal.

Automated follow-up systems can also help salespeople stay organized and on top of their tasks, leading to increased productivity and better sales results. For example, the salesperson can use the system to track customer interactions and follow-up tasks, ensuring that no important details or opportunities are missed.

In short, automated follow-up systems can help salespeople streamline and optimize their follow-up processes, allowing them to focus on higher-level responsibilities and activities and resulting in increased productivity and better sales results.

Enhanced Customer Relationship Management

Automated follow-up systems can also help salespeople improve their customer relationship management (CRM) efforts. By providing personalized and timely follow-up experiences, salespeople can build stronger, more loyal relationships with their customers.

For example, let's say a salesperson is following up with a customer after a recent purchase. Without an automated follow-up system, the salesperson may send a generic email thanking the customer for their business. While this may be appreciated, it may not be as effective at building a strong, long-term relationship with the customer.

With an automated follow-up system, the salesperson can set up personalized email templates and automated phone call scripts that are tailored to the customer's specific needs and preferences. For example, the salesperson can send a personalized email thanking the customer for their business and asking for feedback on their experience. The salesperson can also use the system to schedule follow-up calls or appointments to check in with the customer and see if they have any questions or concerns.

By providing personalized and timely follow-up experiences, salespeople can build stronger, more loyal relationships with their customers. This can lead to increased customer satisfaction and retention, which are critical to the success of any business.

In short, automated follow-up systems can help salespeople enhance their customer relationship management efforts and build stronger, more loyal relationships with their customers.

Greater Consistency in Follow-Up

One of the challenges of managing follow-up in a sales environment is ensuring that all leads and customers receive the same level of attention and follow-up. Without a consistent approach, it can be easy for some leads and customers to fall through the cracks or receive less attention than others. This can lead to missed opportunities and poor customer satisfaction.

Automated follow-up systems can help salespeople overcome this challenge by providing a consistent and systematic approach to follow-up. By setting up automated email templates, phone call scripts, and appointment scheduling options, salespeople can ensure that all leads and customers receive the same level of attention and follow-up.

For example, let's say a salesperson is managing a large customer base with a variety of different needs and preferences. Without an automated follow-up system, it may be difficult for the salesperson to keep track of all the different follow-up tasks and ensure that they are completed consistently and in a timely manner.

With an automated follow-up system, the salesperson can set up personalized follow-up plans for each customer, ensuring that all customers receive the same level of attention and follow-up. The salesperson can also use the system to track customer interactions and follow-up tasks, ensuring that no important details or opportunities are missed.

In short, automated follow-up systems can help salespeople ensure greater consistency in their follow-up efforts, leading to better customer satisfaction and increased sales success.

Reduced Risk of Human Error

Another benefit of automated follow-up systems is the reduced risk of human error. In a busy sales environment, it can be easy for salespeople to forget to follow up with leads or customers, or to misplace important customer information. These mistakes can be costly and lead to missed opportunities or dissatisfied customers.

Automated follow-up systems can help salespeople avoid these mistakes by eliminating the risk of human error. By automating follow-up tasks such as sending emails, making phone calls, and scheduling appointments, salespeople can ensure that all follow-up tasks are completed accurately and on time.

For example, let's say a salesperson is managing a large customer base and is responsible for following up with each customer on a regular basis. Without an automated follow-up system, it may be easy for the salesperson to forget to follow up with some customers or to misplace important customer information.

With an automated follow-up system, the salesperson can set up alerts and reminders for follow-up tasks and customer interactions. The salesperson can also use the system to track and store customer information, ensuring that all information is accurate and up to date.

In short, automated follow-up systems can help salespeople reduce the risk of human error and ensure that all follow-up tasks are completed accurately and on time, leading to better customer satisfaction and increased sales success.

Improved Accuracy in Data Tracking

Automated follow-up systems can also help salespeople improve the accuracy of their data tracking and analysis. By storing and organizing customer data in a centralized location, salespeople can more easily track and analyze customer interactions and follow-up tasks, leading to better decision-making and sales strategies.

For example, let's say a salesperson is trying to identify trends and patterns in customer behavior. Without an automated follow-up system, the salesperson may have to manually sift through customer data to identify trends and patterns, which can be time-consuming and prone to errors.

With an automated follow-up system, the salesperson can easily track and analyze customer data, such as email and phone interactions, appointment schedules, and purchase history. This can provide valuable insights and data that the salesperson can use to improve their sales strategies and performance.

In addition to tracking and analyzing customer data, automated follow-up systems can also help salespeople better understand the needs and preferences of their customers. For example, the salesperson can use the system to track customer feedback and reviews, providing valuable insights into what customers are looking for and how the salesperson can better meet their needs.

In short, automated follow-up systems can help salespeople improve the accuracy of their data tracking and analysis, leading to better decision-making and sales strategies.

Better Collaboration and Team Communication

Automated follow-up systems can also help sales teams collaborate and communicate more effectively, leading to better sales results. By providing a centralized location for customer data and follow-up tasks, salespeople can more easily share information and coordinate their efforts, leading to more efficient and effective follow-up.

For example, let's say a sales team is working on a large customer account and is responsible for following up with multiple customers on a regular basis. Without an automated follow-up system, it may be difficult for the salespeople to coordinate their efforts and ensure that all follow-up tasks are completed in a timely manner.

With an automated follow-up system, the sales team can easily share customer data and follow-up tasks, ensuring that all team members are aware of their responsibilities and can collaborate to achieve the best results. The sales team can also use the system to communicate with each other and share updates and progress, leading to better coordination and teamwork.

In addition to improving collaboration and communication within the sales team, automated follow-up systems can also help salespeople communicate more effectively with their customers. For example, the salespeople can use the system to send personalized email updates and reminders to customers, keeping them informed and engaged.

In short, automated follow-up systems can help sales teams collaborate and communicate more effectively, leading to better sales results.

Greater Scalability

As a business grows and expands, it's important for sales teams to be able to scale their operations to meet the increasing demand. Automated follow-up systems can help sales teams manage and follow up with larger numbers of leads and customers, even as the business grows.

For example, let's say a sales team is managing a small customer base of 100 customers. Without an automated follow-up system, the sales team may be able to manage follow-up tasks manually. However, as the customer base grows to 500 customers, it may become more challenging for the sales team to keep up with the increased workload.

With an automated follow-up system, the sales team can easily scale their operations to meet the increasing demand.

The system can help the sales team manage and follow up with larger numbers of leads and customers, ensuring that all customers receive timely and personalized attention.

In addition to helping sales teams manage larger numbers of customers, automated follow-up systems can also help sales teams maintain high levels of customer service and follow-up as the business expands. By automating follow-up tasks and providing personalized customer experiences, sales teams can ensure that all customers receive the same level of attention and service, regardless of the size of the business.

In short, automated follow-up systems can help sales teams manage and follow up with larger numbers of leads and customers, even as the business grows, leading to better customer satisfaction and increased sales success.

Cost-Effective Solution

In addition to the various benefits they provide, automated follow-up systems can also be a cost-effective solution for sales teams. By streamlining and automating follow-up tasks, sales teams can save time and money that would otherwise be spent on manual, time-consuming tasks.

For example, let's say a sales team is managing a large customer base and is responsible for following up with each customer on a regular basis. Without an automated follow-up system, the sales team may have to spend a significant amount of time and resources sending emails, making phone calls, and scheduling appointments. This can be a costly and inefficient process, especially as the customer base grows.

With an automated follow-up system, the sales team can save time and resources by automating follow-up tasks such as email and phone communication. This can help the sales team reduce labor costs and increase efficiency, leading to a higher return on investment.

In addition to saving time and resources, automated follow-up systems can also help sales teams reduce the risk of costly mistakes and errors. By eliminating the risk of human error, sales teams can avoid costly mistakes that can impact their bottom line.

In short, automated follow-up systems can be a cost-effective solution for sales teams, helping them save time and resources and reduce the risk of costly mistakes.

Customization and Flexibility

Finally, automated follow-up systems offer sales teams the ability to customize and tailor their follow-up processes to meet the specific needs and preferences of their customers. By providing a range of customization options, automated follow-up systems can help sales teams create personalized and effective follow-up experiences for their customers.

For example, let's say a sales team is working with a diverse customer base with a variety of different needs and preferences. Without an automated follow-up system, it may be challenging for the sales team to create customized follow-up experiences for each customer.

With an automated follow-up system, the sales team can create personalized email templates, phone call scripts, and appointment scheduling options that are tailored to the specific needs and preferences of their customers. The sales team can also use the system to track customer interactions and follow-up tasks, ensuring that all customers receive the same level of attention and service.

In addition to providing customization options, automated follow-up systems can also offer sales teams flexibility in managing their follow-up processes. For example, the sales team can use the system to schedule follow-up tasks in advance, allowing them to better manage their workload and prioritize their tasks.

In short, automated follow-up systems offer sales teams the ability to customize and tailor their follow-up processes to meet the specific needs and preferences of their customers, leading to better customer satisfaction and increased sales success.

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