

PROFITABLE PRINT RELATIONSHIPS

The Successful Print Sales Circle

Video 29: Sales Follow-Up

Hello, and welcome to the final video in The Successful Print Sales Circle on creating a successful email newsletter. Now last month you turned your newsletter from being a simple mechanism that kept you front of mind for prospects, and occasionally encourage people to buy, into a sales generating machine. And you ended up with your first list of warm prospects that you could reach out to, knowing that they'd been interested in the product or the service that you'd mentioned in your email. Isn't that a fantastic place to be? But what do you actually say to people at that point? What's the best way to follow up and what's the most efficient way to follow up? That's what today's video is all about. We are going to focus on the sales follow-up and helping you generate as many sales as possible from your newsletter list and we're going to do this in two ways. We're going to do it automatically, and we're going to do it personally.

So what do I mean by automatically? Your email provider will almost certainly allow you to send follow-up emails to your newsletter subscribers depending on the action that they took in the last email they received. So it's perfectly possible for me to set up an email that will only send to people who clicked a link in my last email, or a specific previous email if I want. Equally, I can send a different email that will send automatically to people who did not click that link. So I can carry on selling to those who didn't click the link. And I can treat those who did click the link as a warm prospect and keep sending them information before I've had time to contact them all on a one-to-one basis. But we're also going to cover contacting people on that one-to-one basis because it's so important that we do that if we have a warm prospect. So I'm going to cover some of the channels and some of the ways that you can do this and there's a couple of sales scripts for you as well, to help you along the way.

By the end of this video, your email newsletter will be a powerful sales generating machine. People who use these strategies will have a new sales channel. There'll be engaging with so many people on a regular basis in a way that they just can't do on a one-to-one basis, but there'll be knowing whom to contact, when it's the right time to take that relationship off the email newsletter and into the real world. They'll see when their sales pipeline is filling up and they'll be able to take action at that point. They'll be able to make sure that they're achieving better results by making the best use of their resources with the right prospects at the right time. Those who just carry on and send email newsletters for the sake of it, or don't use their data in the right way, are missing out on valuable sales opportunities. They're missing out on being able to contact people who are going, "I'm

interested. Tell me more." Or, "I'm ready to buy." That's why this video is going to be so powerful for you.

Now I do want to add a note of caution at this point because by the time I've been through the system, it may be very tempting to send sales email after sales email to make sure you're getting all those lists of warm prospects, filling up your pipeline and getting more and more styles. And that's great. But if you just use your email newsletter as a sales generator, then you're going to start annoying your audience, they're going to become less engaged and you're going to get a lot of people unsubscribing. And people get tired of sales email after sales email, they don't click on the links at that point. So make sure that you use the system, but you mix it up with sending valuable other information to your audience as well. Don't make it all about you and the sale.

You may remember before you signed up to The Successful Print Sales Circle, you received a series of emails all about some of the ways that you could improve your sales, some of the systems. And I told you a little bit about The Successful Print Sales Circle in passing at the end of each email. But you couldn't buy at that point. These were emails that were genuinely intended to be helpful, as well as raising your interest in The Circle. And it was only later on that I started sending out the actual sales emails. So people who received those first emails got information that was genuinely of value to them and they weren't being encouraged to buy it at this point.

I'd suggest that you do the same with your newsletter list as well. Don't make it just about the sales, despite the excitement that I'm sure you're going to feel after today's video. The other thing that I want to mention is that you will have a lot of people on your newsletter list who aren't ready to buy yet. And that's absolutely fine. I have people on my newsletter list who suddenly signed up and bought a book three years after they first signed up to the list and I don't know what it was in their circumstances that encouraged them to buy at that point. I assume that because they'd been receiving information from me for so long, they were already engaged with me and convinced that I could help them at the right time. But something happens to make them buy a book or a course at that time. Something probably happened in their business or their personal circumstances, I don't know what it is and you won't know either.

So be patient with your newsletter. It doesn't matter if not everyone rushes and clicks through the first few times. Eventually a good proportion of them will start taking action when the time's right for them. And this is a beauty of email newsletter marketing. If you're doing traditional one-to-one marketing, the danger is that you contact people by email or by phone at the wrong time, they get annoyed. This way, people are just receiving useful information. Yeah. They're engaged with, and they let you know by their actions on the emails, when they may be ready to buy.

Right, let's get stuck into everything you need to do today to make sure that you're making the most out of your warm prospects and encouraging other people to become warm prospects as well. So we're going to get going with step one. Step one is all about deciding the right follow-up strategy. So in the worksheet, I've asked you three questions that I want you to answer that will help shape your views on what you're going to put into action from the other steps in this worksheet. I've given you some advice and some thoughts beforehand, so please read that through. But I want you to think about when you're going to follow up with people. Do you want to follow up with people if they take no action? Do you want to follow up with people when they click a link? How often should you follow up? What should you do? Should you re-send emails if they're not opened? You'll find out all

the advice on this and consider this and write down the answers that work for you in step one on the worksheet.

Step two is to create a follow-up email campaign. I've included two email templates on the worksheet. One for following up with people who've clicked on a link and one for following up with people who haven't clicked on a link. So use those templates. Naturally, you're going to need to adapt them to your own products and services and exactly the information that you've been sending out, but you'll find them a very useful starting point to create your own emails. So I would get those done now. You may also like to look at video 28, which was the last video last month, which was part of the launching your products and service project because that covers all the graphics as well. So that might help you include some more graphics in your emails, which will make them more powerful as well. Your email provider will make it very easy to add those graphics into your email and to design them nicely as well. You don't need to be a great graphic designer to make the most of that.

Step three is to automate. Now it's time to dive into your email provider system and start setting up some slightly different emails. Now, I can't tell you how all of them work, but on MailChimp I just set up an email the same as any other email. But when I choose the recipients, I can set various rules there as to whom that email should be sent to. So I'm going to look to send it out to recipients who opened the last email that I sent and I'm going to add another rule to send it to those recipients who also clicked on the link as well as opening the email. And naturally I can set up a second email for those who I'm going to encourage to take action again, rather than being a warm prospect. And for those I'm going to the rule in that they opened the last email or that it didn't maybe, but they didn't click on the link. So I'm excluding those people who I'm already following up with a different email because they're a warm prospect. It's a very simple way to set these up.

The other thing that I want you to think about is the scheduling and I've put some thoughts about this in the worksheets. There's a delicate balance between following up too soon and not soon enough. Basically, the sooner you follow up, the more likely you are to have a even warmer prospect. But if you follow up very quickly, you're going to miss some people who may read their emails in a couple of days. So you may actually want to schedule a warm prospect email twice to make sure that you're catching everyone on there and I've given you some instructions on how to do that on the worksheet.

Step four is time to review your data again and measure it. So make sure that you're following steps one, two, and five from last month worksheets and you'll be able to download your list of warm prospects so that you know exactly whom you should be following up.

Step five, it's time to make those personal follow-ups. So now you have the warm prospects. Now it's time to contact them on a one-to-one basis and try and persuade as many of them as possible to turn into customers as opposed to prospects. In order to do this, you can adapt the script that I gave you in step two of today's worksheets that you're using to encourage people to take a further action or to buy when you are sending out a follow-up automated email. You can adapt that script and use it as a phone or an email script when you're sending out a personal follow-up to your warm prospects.

In addition, I want you to adopt a multi-channel approach. Is this something I'm a great believer in. If you're not getting a response by phone, or if you're not getting a response to a personal email, take it elsewhere. I've given you a checklist on the worksheet of all the other places you should be trying to contact people on a one-to-one basis. If one thing doesn't work, we should never give up. We should go onto try the next channelling instead. And very often, that next channel, the one after, will be the one where we do get success rather than the first one. That's happened to me so many times when I've been selling. So I'd encourage you just to make sure that you are doing this and that you're using as many channels as possible.

Step six is to use your sales diary. As you contact your warm prospects, depending on how they do or don't respond, every single one of those should be going into your sales diary as a never ending task. If you want some reminders on never ending tasks, go back to the sales diary video in month five and it's all covered in there. But basically, whether they respond to your first attempt to communicate or not, they're going in a task into your sales diary. You're then making a note that you're going to follow up later on. Whether you've talked to them and they want you to follow up, or whether you just haven't been able to get hold of them today and you're going to follow up on your next sales day. Maybe in a couple of days' time. They're going to be a task in your sales diary. And until they become a customer, you're going to keep moving that task on in your sales diary to keep trying to contact them.

You can also use the sales diary as a reminder of which channel you're going to use to contact them on next. So if I've been trying to find someone and I haven't had success, I might make a note in my sales diary just on that one prospect and it'll say, "Joe Blogs. Try LinkedIn next time." Because I haven't had success in some of the other channels. So I just write a little reminder so that if I'm busy that day and I'm trying to power through as many contacts as possible, I don't forget. I don't go and try and contact Joe by phone or by email again, even though I haven't had success the last couple of times. I try a new channel instead. It's just that little reminder to make sure that I really do mix it up. Once you've got your sales diary plans, you've got a powerful pipeline going forward of sales contacts to make with the best possible opportunity of these people turning into customers because they're warm prospects.

And that's when we can move on to step seven. Now, part of your goal this month is to make sure you send that email out, that you set up a automatic follow-up email and that you download the data and check that you are getting a list of warm prospects. But I also want you to reach out to those prospects. If you've got a list of 100 people on your newsletter, it's not unreasonable to expect a click-through rates of around about 3%. So it doesn't seem a very high amount, but remember that a lot of people may not open the email. And out of the people who do open the email, some of them aren't ready to buy yet, or it's just not a relevant offer to them. So aim for that click-through rate of 3%. from that click-through rate of 3%, with those follow-ups, I would like you to try and make sure that you have one new order and two new prospects in your sales diary, where you've got a serious chance of following up.

If you have a newsletter list of 100 subscribers, it's not unreasonable to expect a click-through rates of 5%, if you've got an interesting click-through and it's not too sales oriented. When you're following up on those five click-throughs, I would expect you to get probably one new order and a couple of hot prospects in your sales diary as well. So that's your goal for this month. Naturally,

you're going to adjust that up if you've got a larger newsletter list or you're sending out to more people but do bear in mind that the rates do drop off. Now, those rates may sound very low to you, but remember, first of people have to open that email. And secondly, not everyone's ready to buy right now. I know that people who are this product or this service might not be relevant to them anyway. So there's a number of reasons why they may not click-through and why you may not get that success.

I'm looking forward to hearing all your successes and how much new business you get from sending out this email from your newsletter. I'm hoping that you're going to share that with me at the call at the end of this month. But before we get to that, we've got another sales phrase podcast to send you and then the final video in launching your product or service.

Next month, it's all change. You're onto the final stage in your path to success and we're going to look at creating all the right rituals that make you a more successful and a more efficient business person and sales person. I'll tell you more about the first projects that are coming up and the first assignments in the next video. But, right now I wish you success in getting that list of warm prospects going and following up with it and I'm looking forward to hearing your results. As always, if you're a gold member, I'll be chasing up your accountability and you can always contact me if you have any questions or you need any help with it.