PROFITABLE
PRINT
RELATIONSHIPS

The Successful Print Sales Circle

Worksheet 29: Sales Follow Up

Step 1: Decide your follow up strategy

Your e-mail provider will usually allow you to follow up any e-mail automatically, depending on the action that a subscriber did or didn't take.

Here's an example of how I use this. when I send out an e-mail about my personal mentoring service, I include a link where people can download my mentoring prospectus (if you want a copy of the prospectus, just let me know). I then schedule two follow-up emails. One goes to people who downloaded the prospectus and invites them to set up a personal call with me. Another goes to people who did not download the prospectus. This is another e-mail telling them about the benefits of mentoring.

Some e-mail providers encourage you to re-send a campaign to people who didn't open it before. I would strongly advise against this: people are much more likely to view your e-mails as spam if they are re-sent. This may count against the deliverability of your e-mails. In addition, it creates bad will in your audience and may increase unsubscribes.

Answer the following questions

- Will you re-send e-mails to those who did not open them the first time?

- Will you send follow-up e-mails to those who clicked a link?

- Will you send further sales e-mails to those who did not click a link?

Step 2: Create follow-up e-mails

Remember, it is much easier to write an e-mail if you have created an outline before you start writing.

Here is a template you can use for a follow-up e-mail to those who clicked a link:

Dear FNAME,

I hope all is well with you?

I am contacting you as I saw that you had [downloaded the case study on best practice for retail signage]. Do you have any questions [about the case study]? I would love to hear your thoughts on it.

I have some further information on [how shops like yours are improving sales through signage] .

Would you be able to spare 20 minutes for a quick video call where I can tell you more? Are you available on [TIME AND DATE] or [TIME AND DATE]?

Kind regards

MYNAME

Here is a template you can use for a follow-up e-mail to those who did not click a link:

Dear FNAME,

I hope all is well with you?

I am contacting you as I saw that you had not yet [downloaded the case study on best practice for retail signage]. I would really encourage you to do this.

Here are three reasons why you [will find the report useful]:

Reason 1

Reason 2

Reason 3

Here's the link: [LINK]

Kind regards

MYNAME

For both e-mails, remember to adjust the sections in square brackets to suit your campaigns.

Step 3: Automate

Now it is time to set up these e-mails to send automatically. Your e-mail provider will have a help function that shows you how to set up these e-mails. In Mailchimp, these e-mails are set up in the same way as any other. However, you can simply adjust recipients to include those who did or didn't open a specific e-mail, or who did or didn't click on a link. This allows you to send different follow up messages without having to check your subscribers carefully.

Consider when to schedule these e-mails. A quicker send will usually result in a higher engagement. However, you may also miss a few people who take a little longer to go through their e-mails. I generally send a follow-up e-mail after two days. If you have a large list you can always send the follow-up e-mail twice: once after 24 hours and once after three days. Simply set up an extra rule in your recipients stating not to send the second e-mail to those who received it the first time.

Step 4: Measure (again!)

It's time to list your warm prospects again. Follow steps one, two and five from last month's worksheet to make sure you have a list of who opened the follow up e-mail. You will also be able to check if they carried out any online call to action that you suggested.

I follow up everyone who clicked on a link in the first e-mail, whether they opened the follow-up e-mail or not. But I contact those who opened or followed a call to action from the follow-up e-mail first.

Create the following list

- Who are the warm prospects that should be followed up?

Step 5: Make personal follow ups

Now you have a list of warm prospects, it is time to turn them into clients! This means using one-to-one engagement. However, the e-mail campaigns will ensure that you will typically achieve a much higher success rate than normal sales contacts.

Adapt the template in step two for your sales conversation. This will give you a good structure for the call. You will need to decide the call to action for the contact. Do you want to win a meeting? If so, promise to present more information. Or do you want them to buy. In this case you should be a little more direct and ask if the prospect has considered adapting a similar strategy to your case study or if they can see your products and services working for their business.

Make sure you adopt a multi-channel approach. If you have no success with one channel, try something else. You should attempt to contact each prospect by:

- Phone call
- Personal e-mail
- SMS/text
- Social media direct message
- Letter or card

Step 6: Use your sales diary

As you contact prospects, you will speak to some who are interested but are not ready to buy yet. These are perfect prospects for your sales diary. Using your sales diary means you will always remember to contact prospects again at the right time.

Make sure each prospect is entered as a never-ending task in your sales diary. Refer back to the video and worksheet from month five if you need a reminder on this.

Step 7: Share your success!

Congratulations! You have finished the e-mail list stage. You now have a comprehensive system to use e-mails to drive sales. Your e-mail list will engage your audience and make them more likely to buy. You will identify warm prospects and follow up.

Here is your goal for this month:

- Send an e-mail
- Measure your open rate and your click through rate
- Measure the number of warm prospects
- Follow up with each warm prospect, either automatically or personally
- Enter interested prospects in your sales diary

It is hard to set goals at this point as it will depend on the size of your newsletter list. If you have a list of 100 prospects, aim for a click through of 5%. Of these aim for one new order and a further two prospects in your sales diary.

Fill in the table on the next page to make sure that you complete this task successfully. You may prefer to make a copy of it or create a spreadsheet. Remember, it is important to fill this in: this is your way to check that you are on track with this exercise and are taking action.

Next month you will move to the final stage in your success plan: you will be creating regular new business rituals that help you achieve more and grow your business.

How did you find this exercise? Please share your results with us at circle@ProfitablePrintRelationships.com If you come across any challenges you will be able to raise them on the monthly group call. If you are a gold member you can ask any questions privately on your exclusive e-mail address.

	Prospect name	Campaign sent	Follow up	Value of order
1				
2				
3				
4				
5				