

3 Tips for Phone/zoom/message Follow-Up (or private chat)

1. Hold Your Posture (prepare your call)

1. Don't Get Defensive
2. Don't Beg
3. Don't Pitch without listening first
4. Don't send unsolicited links and information

2. Treat it Like An Interview

1. You don't want to work with everyone
2. Position yourself as the expert/authority
3. Position your team as being exclusive

3. Listen More Than You Speak

1. Ask Lots of Questions
2. Make An appropriate Offer based on what they tell you
3. Guide them to a buying decision by asking the right questions and listening to the answers
4. When this is done correctly, they come to a buying decision on their own
5. Start the Conversation with "How Can I Help"?
6. "Why Did you Request Information?"
7. What Are Your Goals?

