

GOAL GETTER *LEAD TRACKING*



Follow up is a major part of the success of any business. Everyone is so busy nowadays. They may have good intents to support you and forgot. In marketing, it's said that a person has to see your advertisement at least 7 times before they purchase. Many entrepreneurs suck at following up because we either lack the time necessary to commit to it or we feel like we are running behind or harassing a person. Whatever you're hang-up with follow up "GET OVER IT"!! Many deals are closed during follow up. These are a few things you need to keep in mind and to keep handy to assure you're follow up strategy's success.

When following up:

Offer a Discount

Send a Reminder

Use Direct Mail

Create an Automated Nurture Campaign

Ask for Additional Information

Call the person again

One of my clients is so persistent with his follow up that he will call a person 12 times before they're considered a dead lead. Remain consistent and diligent. Attached you will find a Goal Getter Lead Tracking Sheet. From initial contact with this person, if you don't close the deal add them to your sheet with dates of contact, contact phone number, and email address.