

## Collect Information for Follow-up

Written by Steve Marr  
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Many years ago I went car shopping with my dad. After meeting with the salesperson and kicking the tires on a potential new car, we left the dealership. The first thing my dad said as we left was that salesperson never took down his phone number. He wouldn't be able to call my dad to find out if he wanted the car. Of course, we purchased a car at a different dealership.

I am part of Business Network International, the largest business networking group in the United States. Currently I am serving as the Growth Coordinator for our chapter. When a visitor walks into a meeting, I don't just shake hands; I walk them to the meeting hoping they will come back and join.

We have established the process of collecting phone numbers and email addresses. We systematically assign individuals as greeters to make the initial contact with guests. They try to find out what they want out of our group. Then, other members follow up with phone calls and emails to encourage them to come back and consider joining our group. With a systematic follow-up procedure, we find that our join rate doubles.

In my own experience there are times when I receive a proposal and ignore it for a while partly because I get focused on something else. If no one follows up with me; those proposals ultimately end in my delete box. However, the people who are persistent and follow through increase the chances that I will purchase. Also when we follow through, we send the message to the customer that we are dependable.

We never know what touch will bring a customer to the point of saying *yes* to a sale. I have been involved in marketing specific franchises. In reviewing the notes from one client, I made 33 "touches" before they got serious about engaging me in the process, earning me a \$26,000 commission.

We need to be efficient and determine how many touches are generally required to get a customer to *yes*. Then we initiate a follow-up system using information we've already gathered from the prospect to execute that plan.

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In many businesses getting the initial lead is the most difficult and expensive part of the process in terms of time or money. Follow-through is critical. As Paul understood when he wrote, “So now finish doing it as well, so that your readiness in desiring it may be matched by your completing it out of what you have.” (1 Corinthians 8:11, ESV) Focus on your follow-through with your leads and you will find your business will grow.