

SALES

2010

Focus on Follow Up



www.gettheedgeuk.co.uk

Jon Davies
Get the Edge UK
9/9/2010



The Ultimate Sales Tool Kit

Focus on Follow Up

A few years ago a manufacturer of vehicles decided to do carry out a follow-up survey on a selection of customers who had recently taken delivery of one of their new vehicles.

The objective was to measure the level of customer satisfaction with the product and with the supplying dealers. The survey was carried out by telephone, the selected customers first being advised by letter that the survey was going to take place and the reason why it was being done.

All the usual questions were being asked, such as “Are you happy with the purchase?” and “Was the vehicle handed over in an acceptable condition”. But there were one or two more unusual questions asked as well:

“Would you have any objection to being followed up by the person who sold you the car?”

And

“Has the person who sold you the car followed you up?”

The answers were incredible, virtually 100% of the customers said they would lover to hear form the person who sold them the car. Virtually 100% of the customers said that they had not received a phone call from the person who sold them the car, and the survey took place six weeks after the delivery!

As you know Steve has now bought 9 cars from different dealers and not yet received a phone call from any of them.



The Ultimate Sales Tool Kit

Why does this happen, why is our industry still poor at doing what should be a very simple task?

Let's take a look at some of the excuses we have heard from some of your colleagues.

“I see the customers when they come in for Service”

The truth is today that cars are more reliable and so need servicing less and less, which means that time in between seeing the customer in the service department is becoming longer and longer. Plus, you might be busy, they might be in a hurry or you might just miss him. There are too many “might be’s” here for comfort.

“I think it's cheeky ringing people”

Well it would appear your customers do not! Most customers will be delighted to hear from you. It's a shame we do not work as hard to keep customers as we do to make them a customer in the first place.

“They might have a problem”

True, and if you don't keep in touch you will not have to know or worry about it. Like the old saying, out of sight out of mind, Do you realise that in the Japanese language that is the closest you could possibly get to the translation “Blind Idiot”!

Salespeople who do follow up are never blind to problems and are certainly not idiots, they know exactly what's going on. If a problem was to arise they are only pleased to solve it as they see it as an opportunity to impress.



The Ultimate Sales Tool Kit

“Customers don’t like being pestered”

It depends what you mean by “Being Pestered”. It’s most unlikely that customers would appreciate a follow up call from you every week, Fortnightly emails or mailshots will have the same negative effect. However some form of relevant personal contact every 90 days will not be deemed as being pestered but enough to remind the customer that you care and still exist.

“I haven’t got the time”

If some salespeople spent less time worrying about how little time they have got, then they would have enough time to follow up every customer properly. All it needs is a plan.

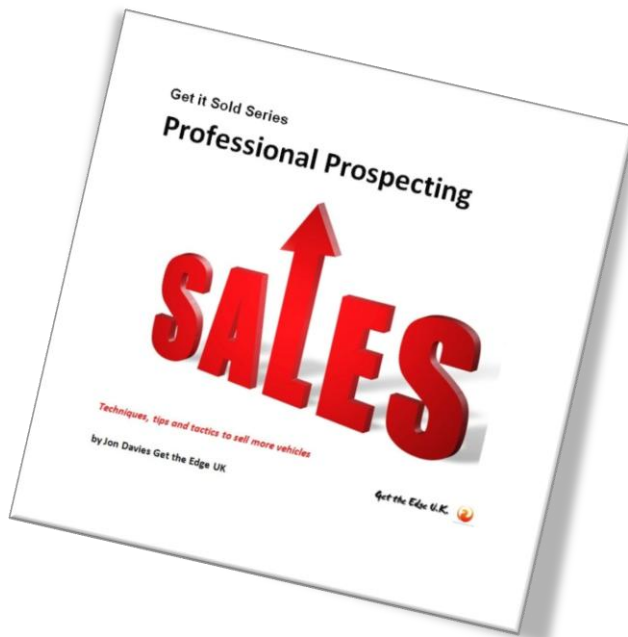
So today’s challenge is to plan to follow up 15 customer every day in one format or another, first change your attitude to follow up. If you have found yourself using some of the “Loser Talk” being displayed above, then make sure you now start talking the language of a “Winner”, who says to themselves ;

“As a duty of care for my customers and because I genuinely like them, I will do my utmost to make sure I keep staying in touch and build a long term relationship with each and every customer I meet”.



The Ultimate Sales Tool Kit

Two Great Books
To help improve your income and grow your sales



*Each filled with
dynamic ideas,
techniques, tactics
and tips, to grow,
your results to new
levels in 2011*

To get your copy visit
www.gettheedgeuk.co.uk
or email
jon@gettheedgeuk.co.uk

Get the Edge U.K.



People, Performance, Profit

Written By Jon Davies 2010