

Sold

When does the sell end? If you are a salesperson, it should never end. Because you must always be following up and following through on how the product and services have worked for your client.

Think about it as a consumer. When you buy something and receive a call from the salesperson or manager afterwards, don't you think, wow, that's great follow up. On the other hand, when you don't hear anything from the person or company you bought from, you may think they just took you for granted.

How do you become that salesperson that makes a difference? There are so many tools that you can use to ensure you follow through with that extra effort that cost nothing at all but a phone call and some time. When you make a sale, put on your calendar a note to call the client back within a reasonable amount of time to thank them again for their business and purchase. Send them a card or thank you note in appreciation of their business. Check out Kim's sendoutcards.com/kim You can set dates in advance to remind you when you need to follow up with that person. How about sending an email.

What separates the top sales people from the average ones is just doing the extra things that make the difference. Think about it. After the sell, how many of your clients would throw you under the bus if they felt that all you wanted was their check? How many would put you up on a pedestal and get you more business if you followed up periodically on how they are doing with your product.

I remember one Christmas Eve in my young selling days. I was sitting next to the top salesperson in my company. While I was getting caught up with my paperwork, he was contacting all of his customers, wishing them a Happy Holidays! Without hesitation, I started doing the same thing. The people I started calling were shocked that I took time out of my holiday to think about them.

Kim and I bought a treadmill several months ago from a reputable vendor, Dick's Sporting Goods. We purchased an extended warranty because treadmills get abused if you actually use them to exercise and not as a storage area for clothes. Well, earlier this summer, we needed service. The service man came and went, fixed what needed done. For several weeks we were getting phone calls from Dick's Sporting Goods. These calls were live folks leaving messages on our answering machine wondering how the service was. They were not going to give up until either Kim or I called them or they got a hold of one of us live. Well, I was the lucky one. I praised the service and asked the question, why so many calls? The customer service representative let me know that it is their policy that they want to know exactly how the service person treated us and were we satisfied. That's follow through!

I've told several people about this situation. Now I'm telling hundreds more. It's the simple things that make the difference. It's following the selling process through the sold item or items, and beyond. This is not a one time offer. It's a lifetime of sales!

Great Selling,

Mike Popella