

FREE Coaching Online

Build a bigger network – better and faster

Resource Notes:

The Importance of Follow-up

1. No response tells you nothing!

If they haven't responded yet, don't assume that they mean no, or that they've said "yes" to someone else. *Find out!* (Ask them.)

2. Never leave it to the prospect to respond

This puts THEM in control of YOUR end of the process... that's Lose-Win! (It's really Lose-Lose.)

The Law of Success requires Win-Win. Nothing else is the right thing or the right reason.

3. Remember your role...

- Help them enjoy the emotional fulfilment of experiencing the benefits they want by...
- Making it safer, easier, better and smarter – more desirable – to buy from or join YOU than anyone else, and
- Making it safer, easier, better and smarter – more desirable – to buy from or join YOU than to keep their money or do nothing!

4. No doesn't always mean no!

Even if they say no to you *this* time, it doesn't mean that they've said no to *everything, every time* in the future. Keep giving them brilliant reasons to buy or join — and to regret buying from or joining someone else (or not buying or joining at all).

Remember... you only have to *tip the balance* of perceived risk in *your* favour to win them over, so that it's LESS risky to buy from or join you than anyone else or to keep their money or to do nothing.

Keep sending prospects new offers. Test them. Follow up. Add value to your original offer. Persistence is everything! But don't be pushy or manipulative. No emotional blackmail or pressure. No hype.

The average sale or sign-up is made after the *seventh* contact. 98% of people in network marketing quit after only TWO. (In other words, they complete the first two or so contacts for *someone who comes later!*)

5. Don't presume!

You don't know what a prospect wants or when they want something unless they tell you — specifically!

6. Make offers direct and personal

Keep giving them specific reasons to buy from or join you. Tailor it to THEM. They join or buy for *their* reasons, not yours.

7. "Time wasters" are prospects, too.

They're oysters... they just haven't produced any pearls — yet! Keep giving specific, personalised offers to get under their skin and convert them to profitable customers or productive distributors.

8. Follow-up — even when they buy from or join someone else!

They may have other needs. And don't forget... most needs are recurring. (Example: we eat *every* day! We need income *every* week.)

They're also very likely to become frustrated and disillusioned in a few weeks or months — especially if you're following up in the right way. Sometimes they need to experience the bad or ordinary in order to appreciate what you're offering.

9. "If you don't ask, you don't get!"

ASK them to buy or join.

(Don't confuse this saying with "if you always do what you've always done, you'll always get what you've always got". It's simply not true. The Law of Diminishing Returns ensures that you'll get LESS.)

And remember... you're *not* being pushy or manipulative if you don't act pushy or manipulative. (Pushy and manipulative are not *what* you do... they're *why* and *how* you do it.)

Follow-up is simply leading them back to the edge of the chasm each time they get cold feet (refer to the **Fulfilment Spiral** in Workbook 1). It's part of the PREPARATION process. "No" just means "you haven't made it safer, easier, better or smarter for me to buy from or join you — *yet.*"

Follow-up is WHAT you have to do to sell more, more often, to more people, for more profit, more easily — or to sponsor more people, more often, with less risk and more success.

10. Don't withhold information or help

The absolute worst thing a seller or sponsor can do to a prospect is to withhold information or help. Failing to follow-up *pro-actively* is really withholding information and help!