

Follow-Up Like a Pro: Proven Techniques to Boost Your Conversions

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It's true what they say: **the fortune is in the follow-up.**

Did you know it takes an average of 8 contacts to finally convert a lead into a customer?

Most people stop at 2.

What's shocking is that **48% of marketers never follow up** with a prospect, **25% follow up twice**, and only **10% follow up more than three times.**

Diligent and active follow-up sends a message that you want to work with the person and you're serious about your business. Now, this doesn't mean you should hound people over and over again until they never want to hear from you again. So what should you do?

Inside this training, you'll find the most effective tips and ways to follow up with prospects without sounding salesy!

How To Effectively Follow Up With Prospects

THE BENEFITS OF CUSTOMER FOLLOW-UPS

FOLLOWING UP SHOWS YOU CARE

According to a survey by Acquia, following up with customers shows that you care about their satisfaction and that you're willing to listen to feedback.

IT GIVES YOU A CHANCE TO ADDRESS ANY ISSUES

Following up with new customers is important to catch and resolve any issues they may have before they affect your reputation or cost you a sale.

IT IMPROVES YOUR CUSTOMER EXPERIENCE

Following up with sales leads can improve your customer experience since it shows you care about providing good service.

FOLLOWING UP REMINDS CUSTOMERS THAT YOU EXIST

If you don't get a response to your initial follow-up email, don't give up – it may take 10 or 20 emails before you get a reply.



Research shows only 2% of sales are made on the first contact, which means **98% of the people you talk to are not going to buy or join you after one conversation.** And that's OK! First, you need to create relationships and gain people's trust. They need to believe you care about them and their goals.

Use the ATMF System [CLICK HERE](#)

SYSTEM stands for **Save Your Self Time, Energy, and Money**. When you're enrolling new people, you have to teach them to get themselves out of the way by using the ATM (add, tag, message) system.

In short, it works like this: you **Add** your prospect to a hidden private Facebook group, you **Tag** them in a presentation video, and then you **Message** them to follow up and see what they liked best.

▶ When your prospect stops responding

Never assume that someone is avoiding you. Maybe they have something going on or they accidentally missed your message.

Follow up with ...



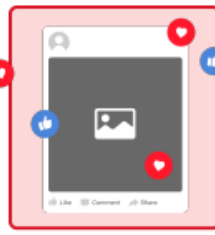
"Hey, are you OK?"

or



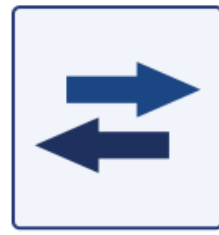
Send them a funny GIF

or



Go love on their posts

or



Simply change the subject

▶ If still no response:

Leverage Group Chats

The beauty there is that you have a **higher close ratio** when you introduce your contact to someone else. Plus, you're showing them the simplicity of the ATMF system.

Here's how your initial message should sound like:

"Hey, Sam, great news! I added you to our private community. To see the content, you have to accept the invite. Let me know once you're in, so I can tag you in a couple of explanatory videos about the products, the company, and the compensation plan."



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Ask Closing Questions

Your job is not to sell/recruit every person you come across. You're interviewing people to identify individuals who would be a good fit for your team. Remember, you have to work with these people. When you follow up with prospects, ask:

"What did you like best about what you saw?"

"If you were to get started, what results would you be looking to get?"

"What would your goal be getting started?" (get them to sell themselves on why they want to start a business or why they need your product)

"Where are you on a scale of 1 to 10: 10—you're ready to get started right now and 1—you just want to be a customer?"

PRO Tip: The reason most people suck at selling and recruiting is they're always selling and recruiting. You've got to take a value mint. Your goal is to interview people, to identify individuals who would be a good fit for your team.

Handle Objections Like a Pro

Most people don't join after the first exposure. They have questions, doubts, or concerns. And that's all right. They just don't know enough, because I haven't met anybody who doesn't want residual income. Maybe the timing is off, or they simply want to see how you do first.

That's why you have to **establish a relationship**. They may follow you for months or even years before they join. Stay the course. The key is to stay in the game long enough, until eventually, the "NO" becomes "YES".

Rule #1: Don't get defensive when people ask questions. We all have questions. That's normal.

Rule #2: Stay away from negative people who are simply not open to your opportunity. They're not the ones you should spend your time and energy on.

Rule #3. We're not here to convince people or beg them to join us. **Following up is like dating: people can sense desperation and neediness is not attractive.**

There are three key principles to effective follow up:



Key Principle #1: Keep Your Promises

If you say, “*Hey, I’ll follow up with you tomorrow*”, **make sure you do so**. Nobody wants to work with someone who is unreliable.

Key Principle #2: Keep Track of Your Contacts

Get organized: use a planner or a digital calendar and add every interested prospect to your follow up book. Pack out your follow up book with as many people as possible, as quickly as possible.

PRO Tip: I put a reminder in my phone that pops up every day to make sure I reach out and touch base with people. If you're in search of an app, here are some good ones:

Todoist

ClickUp

Evernote

Key Principle #3: Keep Them in the Loop



Grab Our Free Social Media Guide And Get Our Inside Secrets To Social Media Prospecting And Peek Behind The Curtain At The Exact Scripts Weve Used To Recruit Thondreds

Create a relationship with your best prospects! Connect with them on Social Media, give them a call or even meet with th

em in person if they live close by. Strike up a conversation by saying something like:

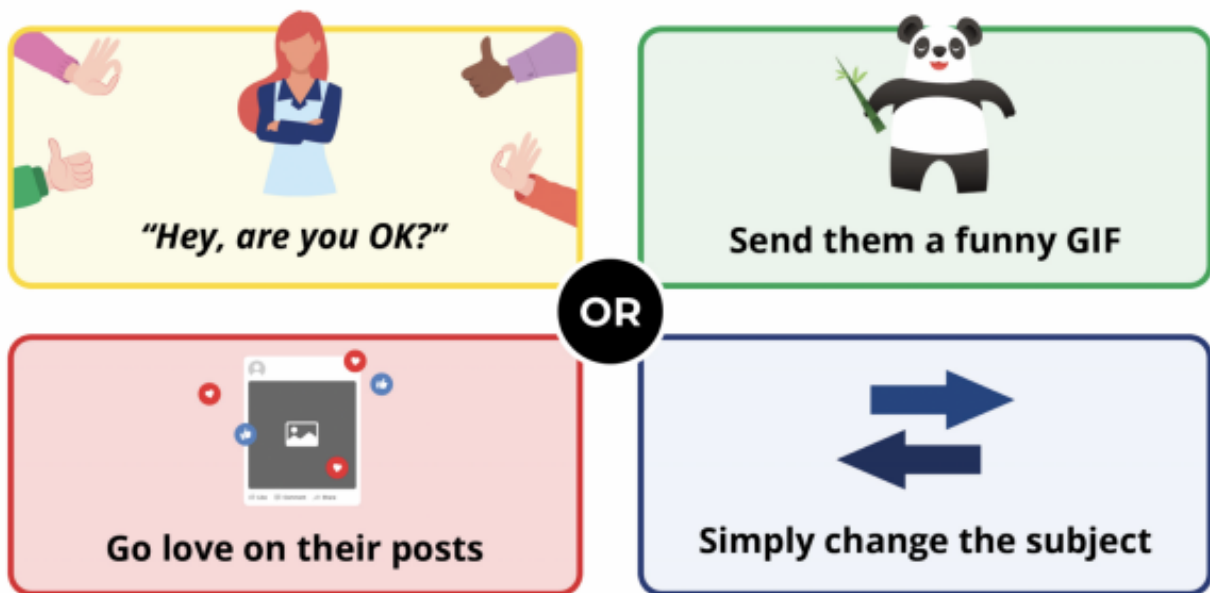
"Hey, how are you? How's the family? What are you up to these days?"

"Happy birthday, Sarah. How have you been? How are you celebrating your big day?"

Keep them updated on special offers, big events, product launches, etc. Even if they don't buy or get started now, they might come around later.

How To Deal With People Who Ghost You

Follow up with:



If still no response:

“ *Hey, name! It looks like you have a lot going on right now. No big deal, I can totally relate. I can just cross you off my list for right now. If you have any questions or need anything, you know where to find me.*

PRO Tip: I always assume everybody wants to hear from me and partner with me. Keep showing up with positivity on your social media stories, in your videos, and with your content. A “NO” is not forever. It’s just, “no, not now”.

When to Follow-up

My favorite day to follow up with people, hands down, is Friday. Why? Because people are in a good mood on Fridays and we also have our weekly team training call on Saturday, so it's a great way of keeping them in the loop.

How to Invite Someone to a Team Training Call:

“ Name, good morning! Wanted to give you a heads up, we have a really great team training call scheduled for tomorrow at noon ET. If you're available, you should totally hop on! We will have 4 incredible leaders sharing their stories and some of their best tips to create success with . I think you will love it especially if you're serious about getting started soon, this will give you a glimpse of what we do and how we do it!

The whole system we use to convert people is based on 3 principles: expose, involve, upgrade.

You expose them to the ATMF groups, to the products and the videos. You then get them involved in the Facebook Group, Group Chat, Team Call, etc. That's how they'll upgrade by getting started or becoming serious about building the business. Got it?

These are the most effective ways to follow up with your prospects! Which tips did you find most useful? What are you doing in your business that's bring you results?

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AFFILIATE MARKETING ROAD MAP

I Am home business and lifestyle experts, personal branding and online marketing strategists. I pride ourselves on helping of helping entrepreneurs and network marketers all over the world build their home business empire leveraging Social Media.

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