Follow-Up Calls - Responding to Category 2 and 3 Responses

In your business, you can make an initial connection with a client in many different ways. Let's outline all of them.

> **1.** Meet in-person in a business context such as a networking event, talk or conference or a non-business context such as a party or at a restaurant. Use your audio logo, start a conversation, exchange cards, offer an article.
>
> Or you or the prospect connects via phone, email or social media.
>
> **2.** Person contacts you via phone, or email or from on your website as a result of *any* marketing activity, such as website, talk, teleclass or other kind of promotion, including a referral.
>
> **3.** You follow-up or contact a prospect directly via phone, email or social media with some prior familiarity. You have heard about or met this person, or they have attended a talk, teleclass or webinar or have been referred.
>
> Or sometimes...

4. You contact a prospect directly via phone or email with no prior familiarity (also called a Attention-Based Direct Outreach - ABDO).

Number 3 and 4 are the focus of this program!

Responding to the Response of your Email

When you send an email asking for a conversation, you will actually get some responses to that email. Amazing, I know.

But now, you've got to get back to them, have a short conversation, qualify them and then set up a Strategy Session (selling conversation).

This is a little different than your follow up to someone in Category 1. You may not know this person at all. Perhaps they are on your list or they are a complete cold connection. So the follow up call to the response to your email is a little different.

Here's what to do and how to do it.

Once they email back to you, you can either email them back to set up a time to speak or pick up the phone to do the same.

If an email response comes in when I'm in my office, I know they are available, so I usually pick up the phone immediately and call them. The call goes something like this:

“Hi, this is Robert Middleton. You just responded to my email with an email, so I thought I’d be able to reach you. Is this a good time to talk for a couple minutes?”

Since they had just responded to you, they’ll usually be open to speaking. But remember, the main purpose of this call is to find out a little about them and then set up an in-depth Strategy Session.

I do not recommend (in most cases) that you launch into a Strategy Session from this return call. Why? Because you haven’t set them up for the session. They need to be prepared, have time on their calendar and ideally have read some of your marketing materials.

If you say the reply email several hours after they sent it, you still may want to pick up the phone if it’s still business hours, but if it’s after hours, you may just want to reply with an email. And again, use a little humor.

Dear Name,

Thanks so much for responding to my slightly wacky email. It shows you have a sense of humor and those are the only kind of people I work with.

Could we find a time to chat for a few minutes on the phone? We really don't know each other and I want to assure you that I'm not a madman, plus I want to see whether or not I can help you.

I'm available these times over the next few days (list times). Please let me know what would work best for you. I may also try you by phone at random times to prove I'm eager to serve.

Cheers, Robert

So let's continue the call.

"Thanks for responding to my email. I guess I hit a nerve. Can I ask you a couple of quick questions?" They'll usually say, yes.

"So, as I said in the email I sent to you, I work with self-employed professionals to get more attention, meetings and clients with humorous emails. Is that what you're looking for right now?"

So, I get right to the heart of the matter. The email was about how to get clients using humorous emails so I want to confirm that he is actually interested in that or not.

And then we'll have a short conversation about that. I'll ask some brief qualifying questions such as:

“What business are you in? For how long? Who are your clients? How do you attract clients now? What’s working and not working in your marketing right now?”

I want to know enough to know if they are a good potential client for me or not.

If they are, then I set up a time for the Strategy Session. If they are not, I find a gracious way to end the call.

Once I’ve asked my qualifying questions, I might say, “OK, Jason, you are the kind of self-employed professional I’ve worked with, and from everything I’ve told you I think I could help you, so I’d like to set up a more in-depth conversation that I call a Marketing Strategy Session. Will that work for you?”

“OK, great. Let’s look at our calendars.” Then I’ll say, “I’m also going to send you something I wrote about my services so you’ll have a better idea of how I work with my clients. It will take about 10 minutes to read. Will you be able to take a look at that before the Strategy Session? OK great!”

Then I wrap it up and send them the email with the information about my services. This information may be on my website or it may be a pdf document.

This is what you need to do next.

Script your follow up call and practice it. You need to feel very comfortable with this call and be able to put your prospective client at ease and feel good about speaking with you.

Then send me your script for feedback. action@actionplan.com