

# Follow Up

Ever stopped to wonder how much more profit you would have made if you'd diligently followed up every lead/enquiry/opportunity that you'd been fortunate enough to encounter?

My advice, probably, is not to even try. It has the potential to seriously depress you.

You see, the vast majority of businesses are very, very poor at following up with prospects.

Follow-up is easy to do – but it needs a system and most people don't have one.

We sold a franchise once, on thebestof, to someone who first enquired almost 12 years previously. That's right, TWELVE years before they eventually bought! They referred to it when they came for their final meeting. They'd had emails from us at least two or three times a month over 12 years.

**Was that the right thing to do?**

***You bet.***

They spent £20,000 with us!

The emails cost me nothing and, although this is the longest anyone's been on our list before they've bought a franchise, we regularly get new sales coming in from people who had first enquired two to three years ago.

We're good at following up – and you should be too. We have tools that make it happen

And of course, it's not just prospects. You need to keep in touch with your existing customers, people that have bought from you, as well.

In most businesses there is hundreds of thousands of pounds of revenue to be had simply by following up rigorously. It could quite easily be the most productive and profitable thing you ever do: to put in place a comprehensive follow-up programme.