

Sales Techniques: Stay in Touch with Clients and Prospects

Video Script



Watch our video for reasons to stay in touch with clients and prospects and get two tips to improve your follow-up process.

Clarity Advantage Corporation is a business consulting firm. We help banks implement and execute sales strategies to generate more profitable relationships faster. Banks accelerate sales by focusing on their value propositions, improving sales processes, and boosting sales manager effectiveness.

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When I meet new people, I like to find out a lot about them.

Hi, Nick Miller, Clarity Advantage, welcome back. This time, reasons to stay in touch.

I like to find out a lot. Gently, of course. Where do they live? Why there? Who's in their family? Are their parents alive? What do their kids do? What do they do for fun? What are they reading, and so on.

I also like to hear about work – What do they do? What do they like? What are their frustrations? What are the top things on their desks? What puzzles they're solving, and like that.

Why? Well, yes, I'm curious.

And, in addition, because every one of their answers gives me a possibility to share something with them in conversation or a reason to follow up.

Elderly parents? Had some experience... Going to Florence? Ah, here's a tip. Middle-school daughter plays soccer? An article about concussions. Vivaldi? A link to a new CD.

If we learn 30 facts, easy in 10 minutes, we have 30 options for staying in touch.

How to keep track?

Key words... when we type notes into our contact managers, add key words that we can search – daughter, soccer, Italy, music, travel, children.

So, individually we know about them and can plan follow up. And, we can search for everyone who has a key word like "soccer" when we want to share a tidbit.

So, facts, key words, and reasons to follow up.