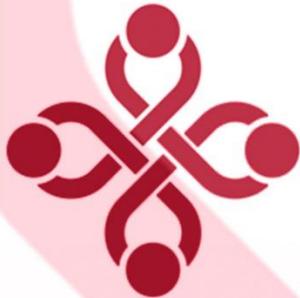


Follow-Up

RECRUITING | SALES | LEADERSHIP



*Heartfelt*TM
network marketing

*You don't need anyone's permission to be a **success!***

Shauna Ekstrom

Action Guide



Follow-Up

This guide is about follow-up and overcoming objections. It is vital to your growth that you follow-up with leads in a way that doesn't turn people away.

Don't fear the NO!

Follow-Up Framework

The dream of why you are doing the network marketing business is bigger than ANY objection you will receive.

Lose the emotional attachment to the outcome. It is easier to approach the follow-up remembering **the dream is bigger than the objection.**

Feel, Felt, Found

Using this method makes you listen, pause and process it and then empathize.

Ask Permission

Always ask permission to follow-up. When you hand someone a product say, *"Would it be okay if I follow-up with you in a day or next week?"* If they say "no" think of it as a "no, not now.". Come back with *"Would it be okay if I follow-up with you in the next 2 or 3 months to see how you are doing?"*

Use the timeframe that works best for your product or service. Also, ask them their preferred contact method.

When following up ask positive questions. Instead of saying *"Do you like it?"* say *"What did you like about it?"*.

KEY POINT: Ask for follow-up permission and preferred method.

Shauna Ekstrom

The Dawn of "Heartfelt" Network Marketing



Follow-Up Notebook

You should keep a notebook for your follow-up notes.

What key points should you note?

Lack of follow-up turns people off!

Remember... Make sure that you get permission, let them know what to expect, keep your promise. If you say you're going to follow-up then follow-up.

Don't forget the personal details. The details can make a difference.

It is extremely important to put follow-up on your calendar. Look at your schedule. When can you make it happen?

Set an alarm. Make it a priority!

Build a relationship.



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Follow-Up Integrity

Does your follow-up contact put you outside of your comfort zone? **Remind yourself** why are you doing this?

What talisman could you use to remind you of your why?



You may fail from time to time in your follow-up, but remember it is your integrity. It is who you are becoming. **Work on it!**



Make your strengths productive
and your weaknesses irrelevant.

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Follow-up Math

Do the math.

48% of sales people never follow up with a prospect
25% of sales people make a second contact and stop
12% of sales people make more than three contacts

2% of sales are made on the first contact
3% of sales are made on the second contact
5% of sales are made on the third contact
10% of sales are made on the fourth contact
80% of sales are made on the fifth to twelfth contact

What are some creative ways you can make at least 5 personal connections with your lead?



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Follow-Up Timing

With follow-up you are building a relationship. It takes time and effort. **You have to build trust.** Sometimes you have to back off for a while and then come back from a different direction. Build the relationship with love.

We learn every time we follow-up. What works and what doesn't. Test out different strategies and approaches.

Do you have a favorite success story to put in your pocket and keep you on track with your follow-up?



Make sure all of your leads know how to connect with you. Maybe they lose touch but then suddenly come across your product and the timing is right. Make sure they can reach you.

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Follow-Up Alternatives

There are alternatives to following up with text and phone.

Autoresponders

Autoresponders are email nurture sequences. You can develop an automated email system with tools like MailChimp, Aweber or Infusionsoft. This is a great way to follow up with a soft touch.

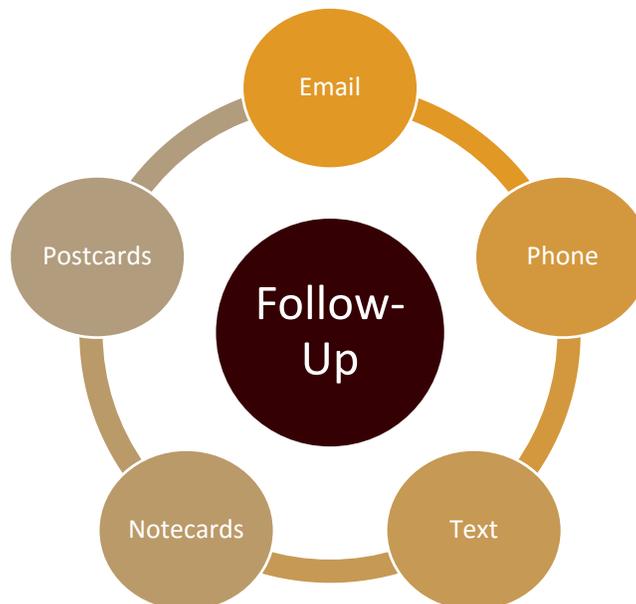
The autoresponders can also include audio messages, video messages; some autoresponders can be sequenced to snail mail samples to clients from a distribution center.

Personal Touch

Some people may call this an old school approach but it is still effective. Personal notes and postcards have a great place in your marketing plan.

Variety

Try to use a variety of approaches. One should resonate with your lead.



REMEMBER: Use the tools necessary to build the relationship!

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Relationship Builders

What are some unique ways you can follow-up with leads that will surprise and delight them?

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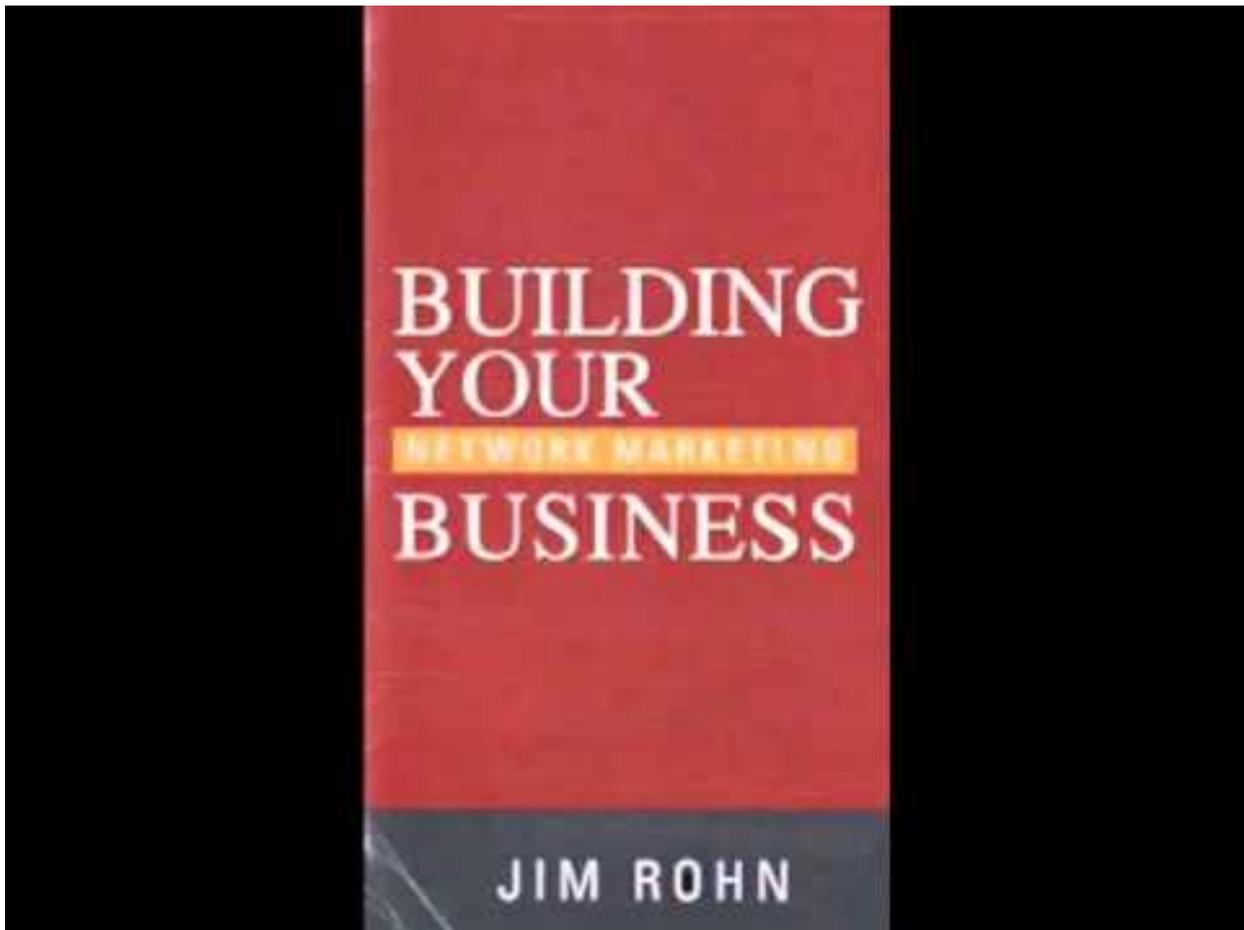
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Building Your Network Marketing Business

Jim Rohn has a great YouTube video called "Building Your Network Marketing Business". When we bring somebody into the business remember it is like starting a new life and we don't want to abandon them.

Take the time to watch this 1-hour video and take notes!



It becomes an art and the real thing is that we're building a bridge and we're helping them from where they are now into this beautiful business that can turn into time freedom. That's really what it's all about...not just money but really having a life.

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Follow-Up Objections

"I don't have time. "

"I don't have the money."

"I'll have to run it by my spouse."

*"An excuse is a reason stuffed
with a lie." –Joyce Meyers*

Be Prepared

Write down your response for each objection. How can this be turned into a positive?

I don't have time!

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I don't have the money!

I will have to run it by my spouse!

Hone your skills! You've got this.

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