

# ANATOMY OF THE FOLLOWUP – THE SALE AFTER THE SALE



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## The Sale

The majority of architectural window film sales are started over the phone and then followed up in the prospect's home or place of business. The telephone will generally be the first contact prospective customers will have with your business. Therefore, proper telephone etiquette is an essential part of your plan for success.

## The Follow-up

The follow up is an extremely important part of the sales process and will help you build good, long-lasting customer relationships.

Your task is to find ways to keep in contact with customer to build a long-term relationship for referrals and future sales.

## Suggested Strategies for Follow-up

Create a contact list or database of all your customers, gathering whatever information you can get.

Names, phone numbers, physical addresses, and email addresses. This list will be valuable to announce new products and future specials to attract repeat business. Such lists have traditionally been collected on paper and rolodexes. But if you're comfortable with technology, a customer relationship management system is the way to go. [Check out this article](#) to learn more about managing your contacts with a good CRM.

Shortly after completing a sale, send the customer a "thank you" card or an email and perhaps a customer survey.

- Trying to conduct a survey through snail mail is costly and complicated, because it requires the recipient to mail responses back to you. The more trouble it is, the fewer participants you'll get.
- A regular email to thank the customer can easily finish with a few survey questions. This makes it easy for the customer to simply reply back to you with little effort.



- The best method is to use an online survey tool, of which **there are a number of affordable options**. Tools like this can help you get more insightful information if used properly.
- Whichever method you choose, don't ask more than a handful of questions. And don't be afraid to ask if there is anything you could have done better. Customers appreciate honest dialog.
- If you have especially appreciative customers, ask each to write a letter of recommendation for you – that you, in turn, can use to entice other prospects in your sales presentations.

### Follow-up phone contact.

- A simple phone call a few days after installing window film, to ask if the installed film has dried and cured properly, shows your attention to detail.
- You can go a step further and include a "walk through inspection" a few weeks after the installation to inspect and ensure proper curing and dry out. This creates a follow-up interaction.
- If you decide to add such a follow-up activity to your installation process, make mention of this benefit in your close as such follow-up activity adds value to your offered service.

### Do not be afraid to turn a negative into a positive.

- If a customer contacts you with a warranty issue or installation concern, take care of it in a professional, friendly and helpful way.
- A customer often values a business by how they handle a situation.
- Many times taking care of a situation favorably for the customer can create a loyal, referring advocate for your business.

### It is also important to follow-up with customers whom you didn't close.

- Finding out the reason a prospect didn't purchase from you can help you improve your overall sales approach.
- Be objective and self-evaluating. Addressing mistakes can lead you to increasing your sales.

### Keep in touch with periodic mail outs. This keeps your name in customer's minds and builds referrals.

- If your customer likes the benefits of window film on their home, perhaps they would be interested in window film on their place of business, auto, RV or vacation home. Remember, glass is everywhere and if you offer such service you may create a repeat customer.
- Prospects referred to your business by past satisfied customers are great prospects. As they are coming to you based on a past quality relationship, price usually is not the driver in these situations. Your chances of closing these referred leads are extremely high.



- Every sale you make has a cost to it. By properly creating a follow-up procedure with customers, you are creating future customers with a very low cost of sale.

How many times have you run a costly advertisement and received zero sales?  
Turn your satisfied customer into an advocate for your business.

- You will find that the cost of these follow-up actions are far less expensive than chancy, unproven advertising.
- If you have contacts or past customers who refer multiple prospects to you that generate sales, your cost of sale diminishes greatly. You can always show gratitude to customers who refer your prospects by offering future discounts, gift certificates, or other so called "spiffs." A simple "thank you" card is a good start.

