



## Follow Up

Prepare	<p>Before following up, go in prepared:</p> <ul style="list-style-type: none"><li>• Who is this customer?</li><li>• What did they buy?</li><li>• What was their experience like based on the information you have?</li><li>• Do you have all the information that you need to have an intelligent conversation with them? Is there anything missing that you should capture at the beginning of the conversation?</li></ul>
Follow-up	<p>Act human and treat your customers like a human.</p> <ul style="list-style-type: none"><li>• Greet them in a friendly manner. Make sure that you are smiling whether you are writing them, calling them, or face-to-face</li><li>• Cut to the chase and don't waste their time</li><li>• Offer the customer a deal to encourage them to come back or continue using your company</li><li>• Thank them for their time</li></ul>
Action	<ul style="list-style-type: none"><li>• If the customer gave you feedback, do something about it by implementing the change. Let them know once you have changed it</li><li>• If the customer didn't know about your other services, send them information and follow up again</li><li>• If they were happy, ask them if they know about another potential customer who may need the same product/service</li></ul>