



How to follow up effectively?
Yafit Davis and Jonathan O'Shea



Why is follow up important?

'80% of sales are made between the 5th and 12th contact yet, 90% of sales people make 3 contacts or less...'

Wanda Allan



We are all very busy, but is it really a time issue?

Whilst time plays a part, I think there are two important myths to dispel here:

1. If they wanted to buy, they would have come back to me
2. If I follow up too often, I might annoy the prospect and put them off buying from us



What will we cover today?

- How to build an effective follow up system?
- Asking the right questions
- Tapping into their pain
- How can DISC profiling help you understand your prospects better



How to build a follow up system?

- Simply put, you need to set up a goal...
- Converting the prospect into a customer is not enough
- For it to work you need to break it down further...



The follow up funnel: Initial follow up

- Your goals:
 - ✓ Make sure they have your document
 - ✓ Deal with any initial objections
 - ✓ Book a specific time to speak again



The follow up funnel: 2nd follow up

- Your goals:
 - ✓ Get feedback on your proposal
 - ✓ Understand their key concerns
 - ✓ Understand the decision-making process
 - ✓ Agree when to speak again



The follow up funnel: 3rd follow up

- Your goals:
 - ✓ Understand where they are with the process
 - ✓ Understand who else is involved in the bidding
 - ✓ Understand who else is involved in the decision
 - ✓ Book a specific time to speak again



The follow up funnel: Continual follow up

- Your goal:
 - ✓ Understand if you **should keep going or take them off your pipeline**
 - ✓ Time to ask some difficult questions



Asking good questions

'It's not anyone else's responsibility to show us the truth. It's our responsibility to find it. We do that by asking good questions'

Rob Fitzpatrick. The Mom Test



Tips for asking good questions

1. Talk about their needs instead of your solution
2. Always ask for specific examples
3. 'Act dumb and dig deeper'
4. Sell less, listen more
5. A good question often makes you feel uncomfortable



More about pain

According to Daniel Kahneman, there are two factors that explain buying behavior:

- **Status Quo bias:** unless people perceive an urgent reason to change, they will stick with the status quo
- **Loss Aversion Effect:** when organisations rationalise the need for change, the motivation to invest to avoid a probable loss is twice as powerful as the motivation to achieve a potential gain



Pain questions

- What is the biggest challenge you are currently facing?
- How is it impacting the business?
- What takes up most time in your day?
- How is this problem affecting you?
- What has prevented you from solving this problem in the past?
- What are you doing currently to solve it?

And my favourite one:

WHAT IS THE COST OF DOING NOTHING ABOUT IT?



How DiSC can help you convert more sales opportunities.

Jonathan O'Shea
The Alternative Board



Today I'm Going To

- Introduce DiSC to you
- Help you understand a bit more about DiSC
- Demonstrate how DiSC can improve your chance of success in a sales environment

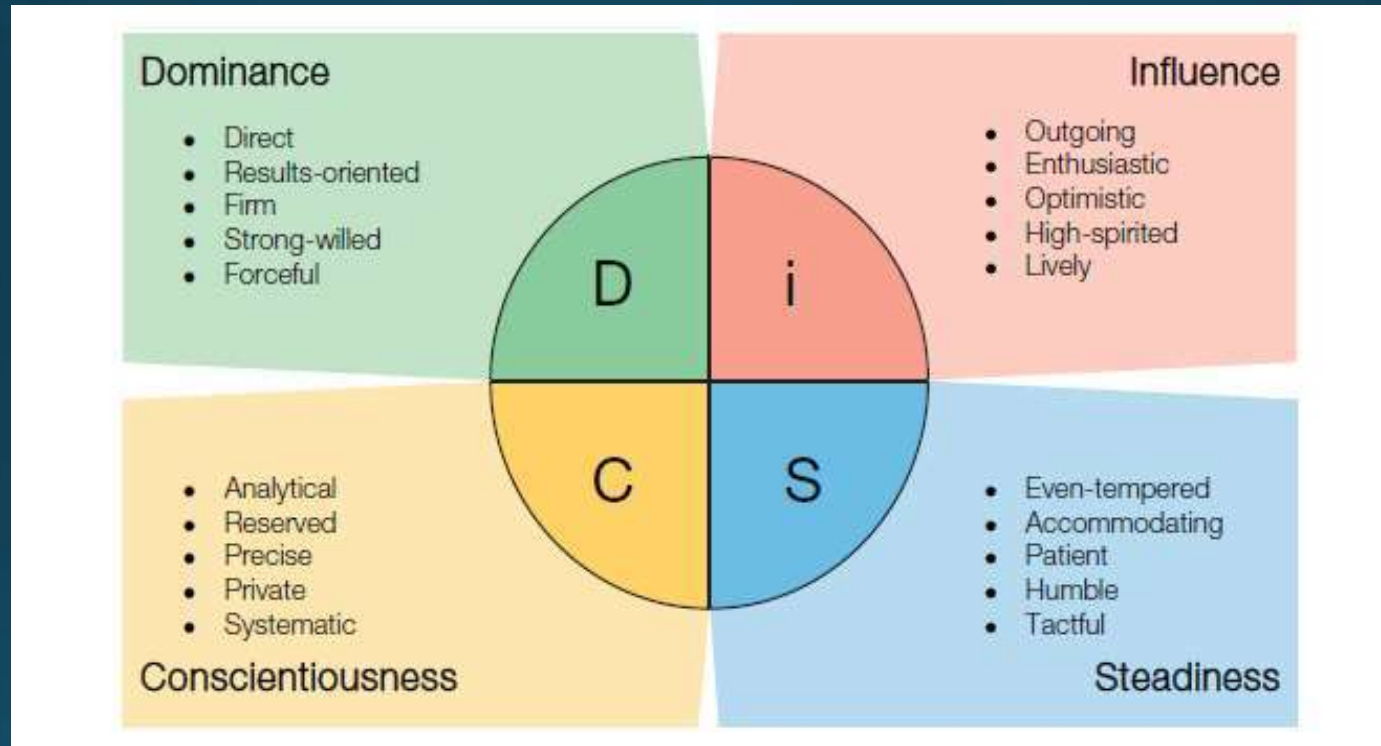


What Problems Are We Trying To Solve?

- Have you ever pitched to prospective customers or clients and they just haven't engaged with your presentation?
- Did you KNOW that your product or service was perfect for them, but they still said no?
- Where was DiSC when you needed it?



What Does DiSC Stand For?



Overview of DiSC

Dominance

Priorities: getting immediate results, taking action, challenging self and others

Motivated by: power and authority, competition, winning, success

Fears: loss of control, being taken advantage of, vulnerability

You will notice: self-confidence, directness, forcefulness, risk-taking

Limitations: lack of concern for others, impatience, insensitivity

Influence

Priorities: expressing enthusiasm, taking action, encouraging collaboration

Motivated by: social recognition, group activities, friendly relationships

Fears: social rejection, disapproval, loss of influence, being ignored

You will notice: charm, enthusiasm, sociability, optimism, talkativeness

Limitations: impulsiveness, lack of follow-through, disorganization

Conscientiousness

Priorities: ensuring accuracy, maintaining stability, challenging assumptions

Motivated by: opportunities to use expertise or gain knowledge, attention to quality

Fears: criticism, slipshod methods, being wrong

You will notice: precision, analysis, skepticism, reserve, quiet

Limitations: overly critical, tendency to overanalyze, isolates self

Steadiness

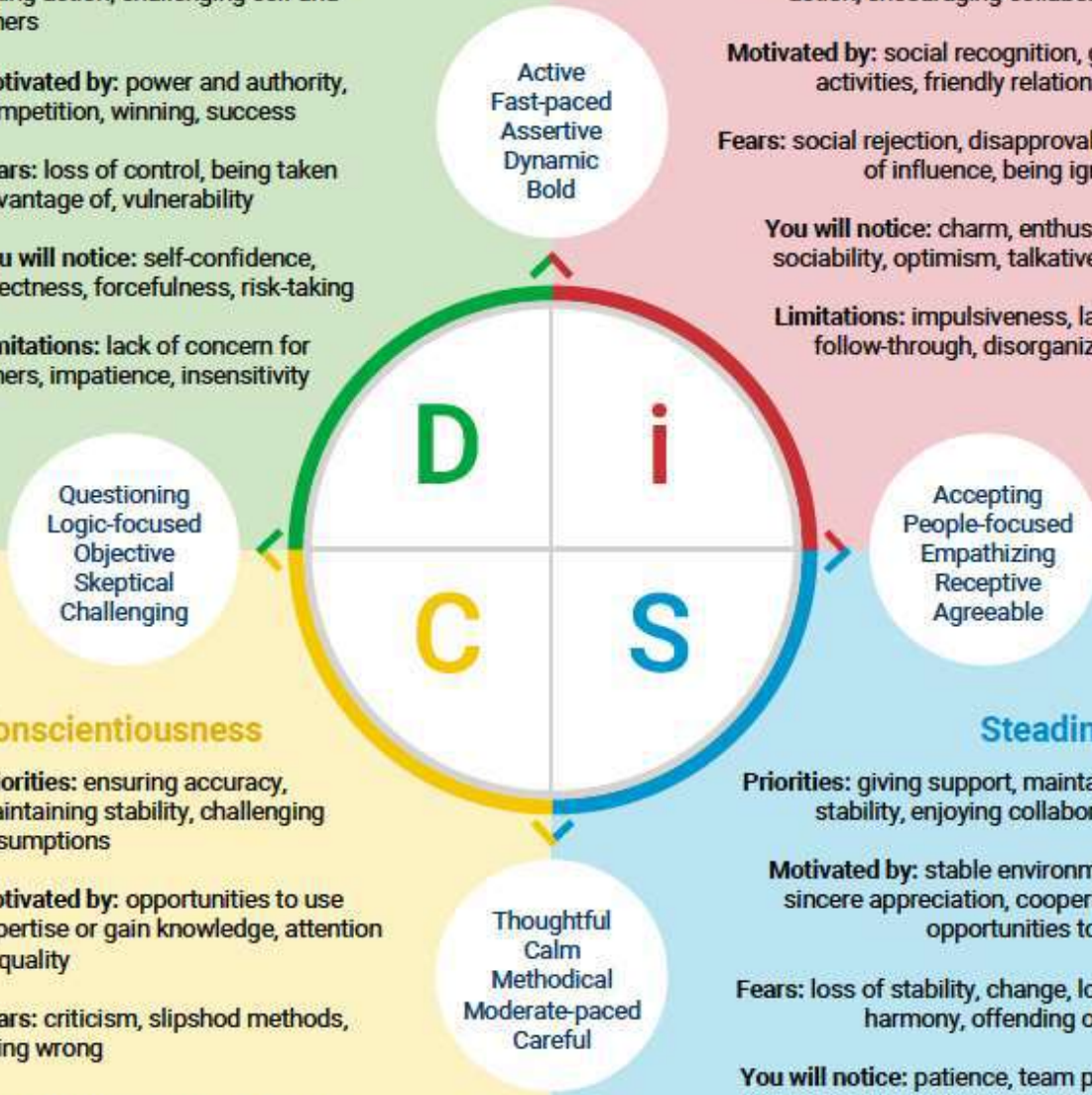
Priorities: giving support, maintaining stability, enjoying collaboration

Motivated by: stable environments, sincere appreciation, cooperation, opportunities to help

Fears: loss of stability, change, loss of harmony, offending others

You will notice: patience, team player, calm approach, good listener, humility

Limitations: overly accommodating, tendency to avoid change, indecisiveness



How Do You Like Information Presented To You?

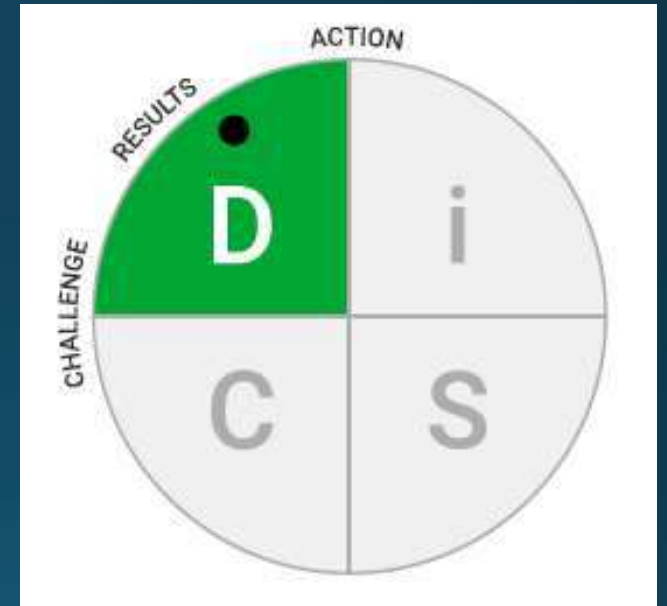
- Detailed, in-depth information?
- High-level bullet points, in summary form?
- Using images, animation or video pieces?

How Do You Present Information To Prospective Customers or Clients?

- Do you adapt it to their preferred way of receiving information?
- Do you have different templates for tenders that represent different ways of receiving information?
- Are your company's tender packs only prepared in your company style?

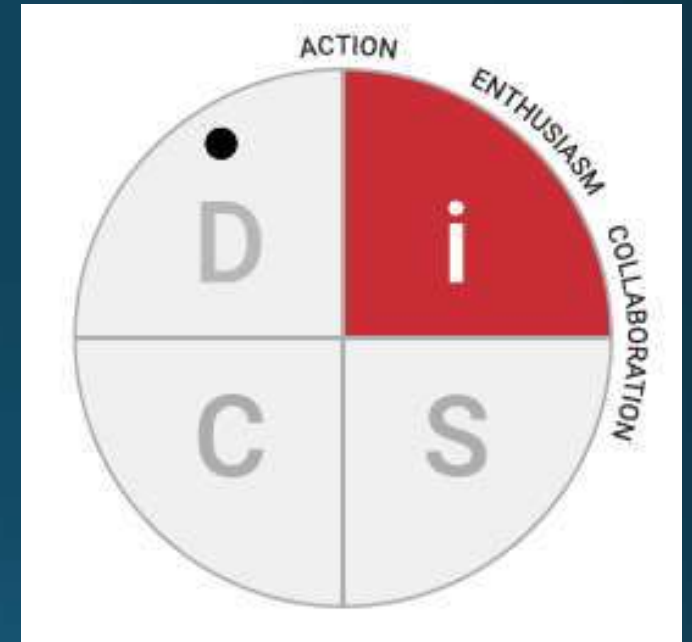
How Might You Present If Someone Is A D (Dominance)?

- Use a direct style of communication
- Focus on results
- Testimonials will be good (evidence of success)



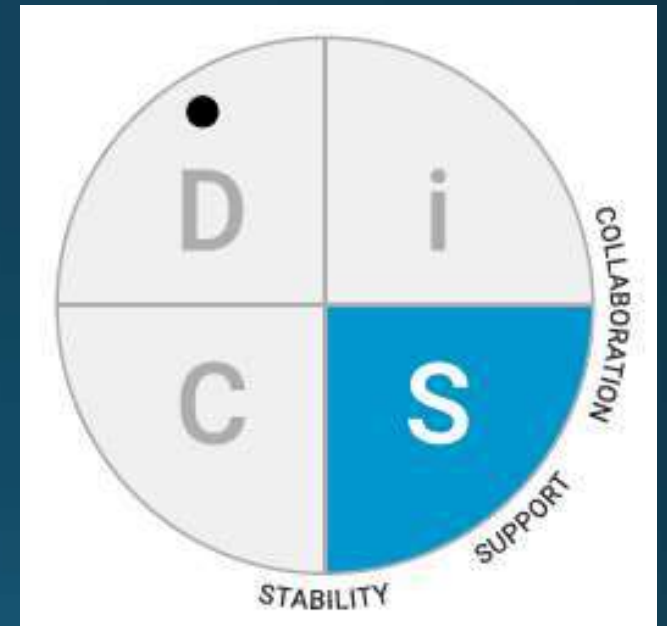
How Might You Present If Someone Is An I (Influence)?

- Bring out how that person is feeling
- Present with energy and enthusiasm
- Come prepared with summaries – they can get easily distracted



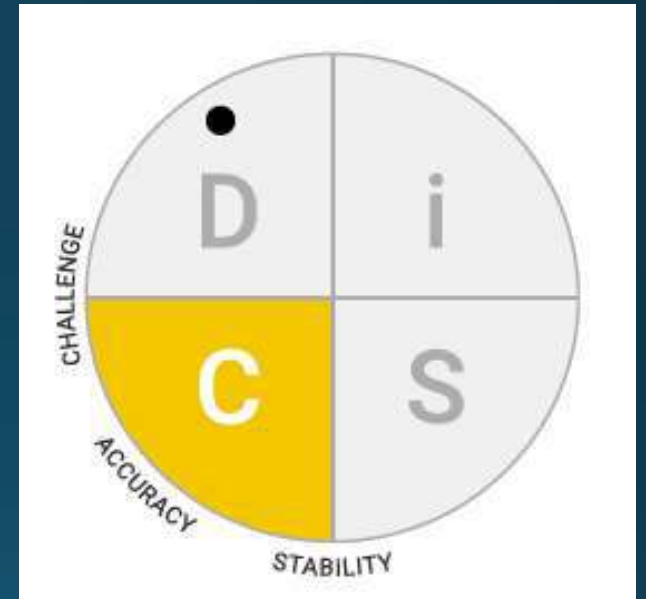
How Might You Present If Someone Is An S (Steadiness)?

- Do not take the relationship as transactional
- They want security and dependability
- They want to feel like you are interested in them as a person not just a potential source of revenue



How Might You Present If Someone Is A C (Conscientiousness)?

- They want as much detail as possible
- They are wary of making mistakes and certainly don't like spelling mistakes
- They will want to make decisions with the most complete set of criteria



So, how can DiSC help you convert more sales opportunities?

- Know who you are and how your DiSC style influences your behaviour
- Understand your prospective customers or clients
- Adapt to their preferences
- This applies to presentations, communication and follow up

And remember....

The more they engage with you, your product or your service, they more likely they are to become your next customer or client.



Thank you!

Jonathan O'Shea
The Alternative Board



Any Questions?



Your
**Business
Development**
Team

What's next?

- Our next lunch webinar is on 25/05/21 at 12:00
- We will be covering effective CRM management
- In the meantime, get in touch if you want to discuss further sales conversion support or how you can use DiSC further in your business
- Contact details will be sent in our follow up email
- Thank you for your time

