Sold Customer Follow-Up

Chapter 1: Introduction

Session 1: Introduction

Session 2: What is Sold Customer Follow-Up?
Session 3: Short-term Sold Customer Follow-Up
Long-term Sold Customer Follow-Up

Chapter 2: A Sale vs. A Customer for Life

Session 1: The #1 Question to Ask Yourself

Session 2: The Difference Between a Sale & a Customer for Life

Session 3: The Benefits of a Customer for Life

Session 4: The Reason Why Salespeople Sell 8-10 Cars/Month

Chapter 3: The Customer Liaison

Session 1: What is a Customer Liaison?

Session 2: What is the Customer Expecting from You?

Session 3: The Short & Long-term Benefits of Being a Liaison

Session 4: Word of Mouth vs. World of Mouth

Session 5: The Negative Effects of NOT Becoming a Liaison

Chapter 4: The Mindset of a Successful Salesperson

Session 1: The Daily Mindset of a Successful Salesperson
Session 2: The Monthly Mindset of a Successful Salesperson

Session 3: The CRM is Your Friend

Session 4: Getting Organized

Chapter 5: The 10-Touch System

Session 1: Why a Solid Follow-Up Plan is Critical?
Session 2: Becoming the Customers Default Name

Session 3: The 10 Annual Touches

Session 4: The Right Times to 'Check-In'

Session 5: How Much is Too Much?

Chapter 6: Creating the Right Motivation

Session 1: Is It about You or Is It about Your Customer?

Session 2: The Right Time to Ask for Referrals
Session 3: The Wrong Time to Ask for Referrals
Session 4: The Art of Consistent Follow-Up

Session 4: The Art of Consistent Follow-Up

Chapter 7: The Follow-Up Letter

Session 1: The #1 Rule of a Follow-Up Letter

Session 2: The Customer Perception of a Follow-Up Letter

Session 2: Common Mistakes

Session 3: Best Times to Send a Follow-Up Letter



Sold Customer Follow-Up

Chapter 8: Keeping the Lines of Communication Open

Session 1: Inviting Your Client to Important Events

Session 2: The "No Reason" Follow-Up
Session 3: The Art of Resetting the Clock
Session 4: Thinking about the 2nd Sale!

Chapter 9: Using the Different Forms of Follow-Up

Session 1: The Correct Email Follow-Up Discipline
Session 2: The Correct Texting Follow-Up Discipline

Session 3: Connecting through Social Media Session 4: Sold Customer = Positive Reviews

Session 5: Why Your Service Department is a Key Component to Follow-Up?

Chapter 10: Why Customers Don't Stay Loyal

Session 1: Poor Communication Skills

Session 2: When the Salesperson Goes 'Dark'

Session 3: Out of Sight, Out of Mind Session 4: The Rule of Reciprocity

Session 5: Follow-Up Begins at the Delivery

Chapter 11: Common Challenges

Session 1: Overcoming Your Own Laziness Session 2: Keeping Your Mindset Strong

Session 3: The Art of Patience

Session 4: Average Salesperson vs. Exceptional Salesperson

Chapter 12: The Art of Thinking Outside the Box

Session 1: The Future Belongs to the Creative

Session 2: Creativity vs. Ordinary

Session 3: The Source of Creative Thinking

Session 4: Catching the Customer Pleasantly Off-Guard

Chapter 13: Long-Term Benefits of Sold Customer Follow-Up

Session 1: Increases Sales
Session 2: Customer vs. Client

Session 3: Easier Future Negotiations

Session 4: Autopilot Referrals

Chapter 14: Short-Term Benefits of Sold Customer Follow-Up

Session 1: Heading Off Negative Reviews Session 2: Preventing Buyer's Remorse

Session 3: Post-Sale Feedback

Sold Customer Follow-Up

Chapter 15: Sold Customer Follow-Up Turnoffs

Session 1: The Addiction to 1 Form of Follow-Up

Session 2: Too Much Small Talk Session 3: Not Following Through

Session 4: Soliciting Referrals Too Soon

Chapter 16: The DLA Sold Customer Road Map

Session 1: The Day After

Session 2: The 2nd Follow-Up
Session 3: The 3rd Follow-Up
Session 4: What Happens Next?