

FOLLOW-UP CALL SCRIPTS



OVERVIEW:

If you're a service-based sales professional, referrals and repeat business are your bread and butter. But those valuable transactions don't just happen all by themselves.

Print out these follow-up call scripts, so that you can use them to guide your customer interactions and generate more business.

WHAT'S INCLUDED:

- **Follow-Up Call Scripts**
Fill-in-the-blank strategies for staying in touch with your valued clients.

Script #1: **Post-Sale Follow-Up**

If you've got a client with whom you've recently done business, you've got a built-in opportunity for a follow-up call. For example, if you work in real estate, you can touch base a couple months after closing, to see how everything is going.

"Hi [client's name], how are you? This is [your name], and I wanted to congratulate you [and spouse/partner's name, if applicable] again on your new home! How is everything working out with your new place so far?"

Notice that the above template leaves room to incorporate the name of a spouse. The more personal details you can sprinkle into this conversation, the better. If your buyer is a parent, this is a great opportunity to ask about their kids—especially if they've changed schools because of this transaction.

"I hope you and your family are loving [name of neighborhood] so far. How's [child's name] doing at [his/her] new school?"

By including these personal details, you're making the conversation more memorable, while also forming a greater bond with your client.

This contact is also especially powerful, seeing as a whopping 70 percent of homebuyers forget their agent's name within a year—even though, in many cases, they'd likely be willing to work with them again. By showing your clients you haven't forgotten them, you can ensure you'll be remembered.

Before you hang up, make it clear to your customer that you'd like this relationship to continue far beyond your completed transaction.

"It was so good talking to you again, [client's name]. Give my best to [spouse/children]!"

"I'll check back in with you in a few months to see how you're doing. But don't hesitate to reach out if you need anything else in the meantime, or if you know of anyone else who might be looking for a new home."



Script #2: Life Milestones

Another one of the best times to follow up with a client is around a life milestone or special occasion, such as a birthday. For example:

"Hi [client's name]! It's [your name] from [your company], and I just wanted to call to wish you a happy birthday! Do you have anything special planned?"

What your client says next will dictate the tone of the conversation, so make sure you really listen to what they say, process it, and then respond appropriately. Examples include:

"That sounds like a lot of fun!"

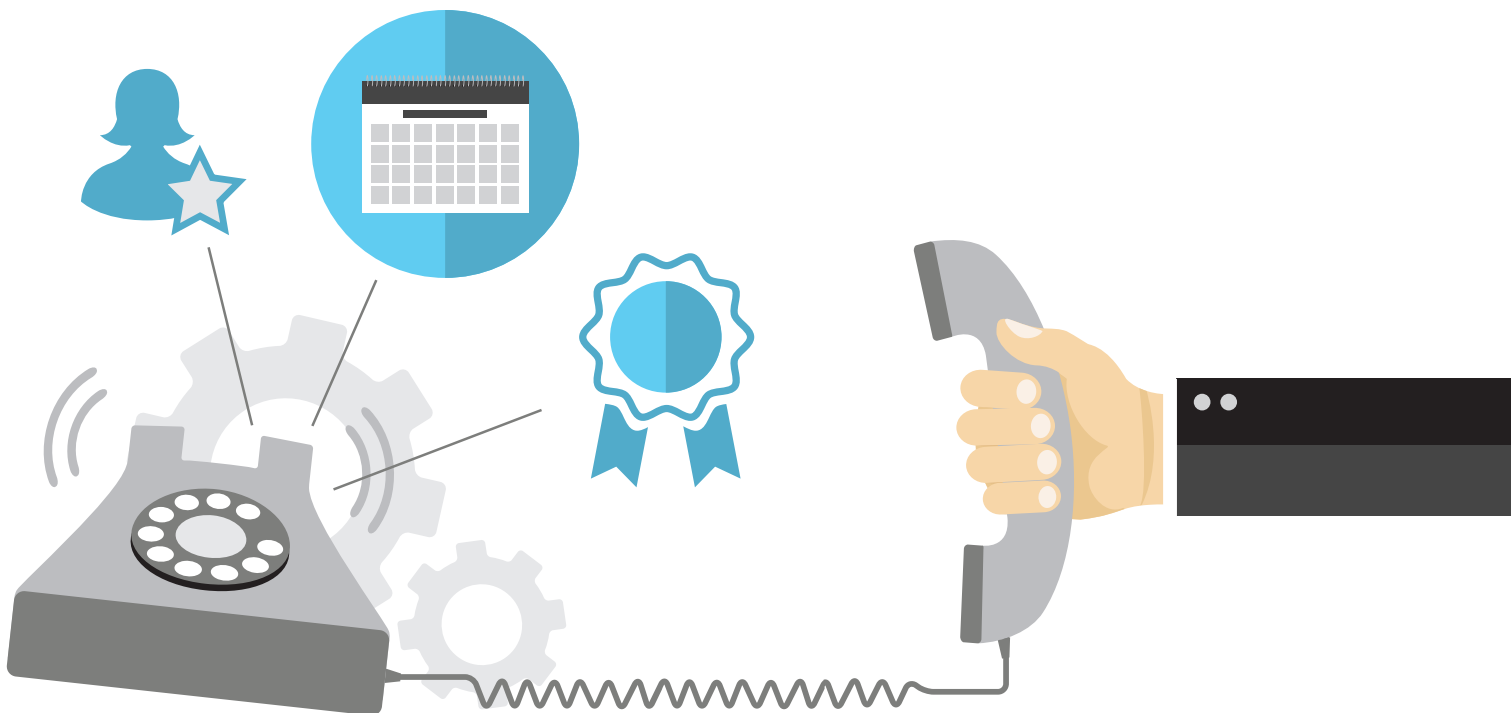
"I hear you. It's nice to have some time to just relax."

"I hope you find some time to do a little something for yourself."

The beauty of this phone call is that it doesn't need to take more than a minute or two. Find a way to wrap up the call that shows you value your client's time, as well as their business.

"I want to thank you for taking the time to talk to me today, so that I could wish you a happy birthday. I know you've probably got a lot going on, but I really value you as a customer. If you need anything in the future, or know someone else who does, please let me know!"

Of course, there's a good chance you won't actually get your client on the line—and that's okay. If that happens, try leaving a voicemail that lets them know you were thinking of them, that you value them as a customer, and you're available to help them with whatever they might need.



Script #3: **Leverage Your Magazine**

Another approach you can take is to follow up after sending your customized magazine from ReminderMedia. Within a week or two of the mailing, call your client to see how they liked the issue.

"Hi [client's name], how's it going? It's [your name]."

"I was just calling to see how you were doing, and whether you've had time to check out the latest issue of the magazine I sent you. I really liked the article about [subject] and thought you might enjoy it, too."

From there, you can organically talk about the article you're referring to, based on their response. Or, if they haven't yet read it, explain what you enjoyed about the article, and why you thought they would enjoy it as well.

Finally, make sure to tie everything together in a way that will remind your client of the value you offer, while encouraging referrals.

"I hope you're enjoying the magazine and finding the articles and recipes useful. Do you know anyone else who might want a subscription?"

If your client gives you contact information for someone in their circle, you can add them to your mailing list and begin nurturing a new relationship. And, if not, remind your current client how valuable referrals are to you.

"Let me know if you think of anyone who might like a copy. In the meantime, I'm here if you need anything. And, if you know of anyone else who might need my services, please send them my way. I'm always on the lookout for great customers like you."

Ultimately, whatever way you decide to follow up with your customers, it's important to show them how invested you are in their lives. Make sure to tailor these scripts to your individual clients, so that they'll be inclined to remember you the next time the opportunity for a referral or more business presents itself.

