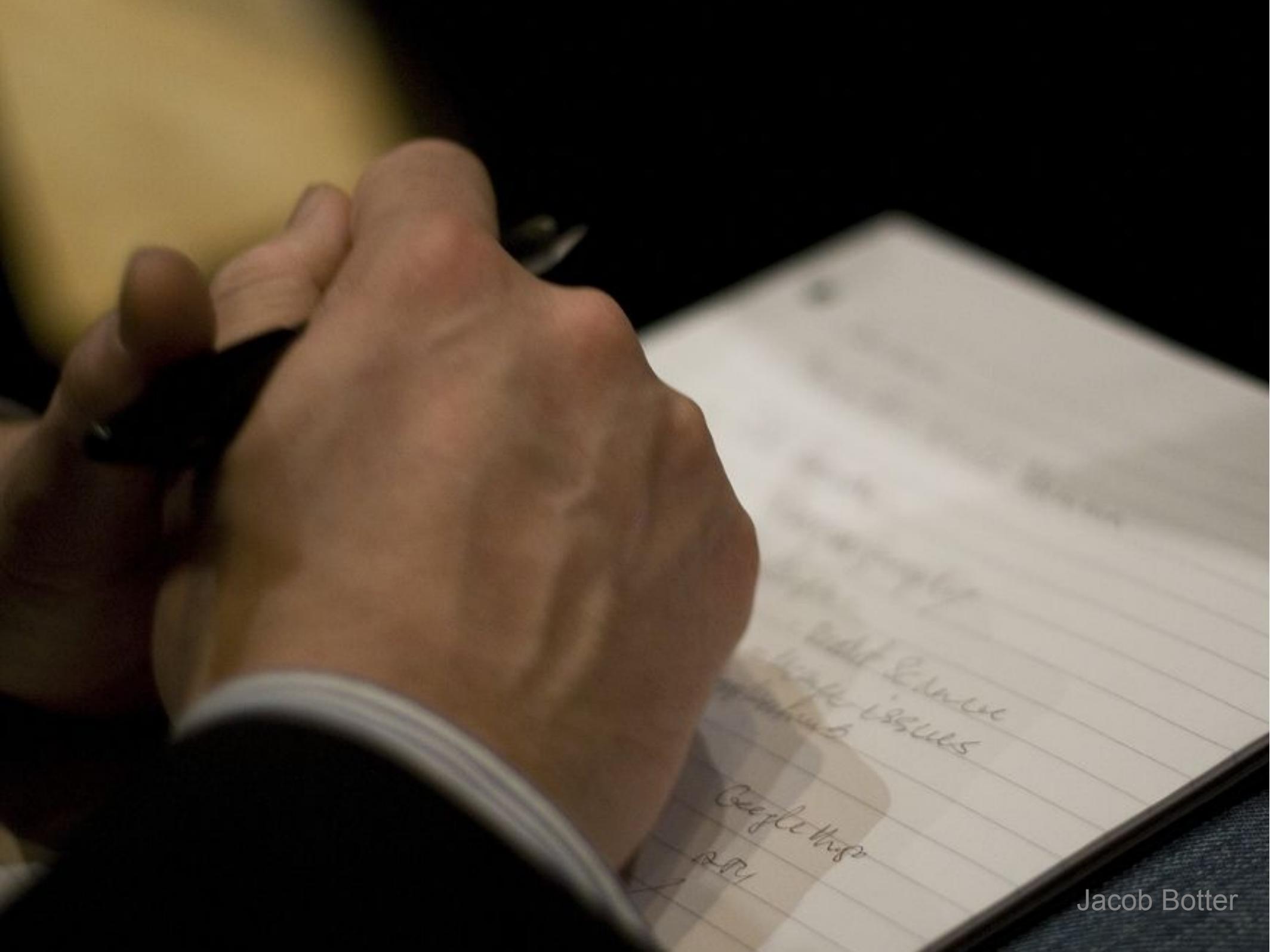




Keeping conversation alive post-meeting

with Jeff Molander
Sales Communications Coach

**Your meeting's success
determines your follow-up
success**





Give *but* get

“Send me some information.”

“Sure, I can do that but first what information would you like and second when can we schedule 15 minutes to go over that information.. so you can decide if it makes sense to take next steps.”

SUBJECT: _____ [Your company] and _____ [prospect company]

Dear :

Thank you for meeting with me to explore your
_____ needs. You mentioned one of your
greatest concerns is _____. You are not alone!

We just published an article that referenced an impressive statistic: 77%
of CEOs are concerned _____ could hinder their organization's
growth.

I thought you might find the article interesting: [insert link]

What else keeps you up at night?

Thanks,
[your name]

SUBJECT: concern about _____

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What else keeps you up at night?

Thanks,
[your name]

- The purpose of email
 - * transactional
 - * not conversational

- Micro commitments
 - * phone
 - * email

1) hold clients accountable for what they are telling you without being rude;

2) gauge interest;

3) maintain urgency;

4) re-engage when someone goes dark.

Priorities

Timeline

Subject: please confirm?

[name],

Thanks for your time and insight today. Below is a summary of what I understand from our conversation.

Please review it and reply to confirm it's accurate... and if I missed anything.

Current situation:

Business priorities:

Priorities when making this decision:

Timeline/Process:

Next steps:

Best,

[your name]

Questions?
Comments?
Complaints?
Ideas?





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Image: The Hamster Factor

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Jacob Botter



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