



Papa Rock Stars Podcast

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[Episode 037] The Fortune is in the Follow Up

Why do most people miss the boat when it comes to following up and how can I avoid making that mistake?

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<https://PapaRockStars.com/followup>

Training:

If you have been listening to the show for long, you know that one of the things that I'm MOST passionate about is following up and customer service. Most people won't buy from you right away. They won't jump right into your Paparazzi team. They need to think, to ponder before they make that choice.

I heard a statistic the other day that said – 60% of all sales transactions take place after the 4th interaction and 94% of all change agents [consultants] quit before the 4th contact! 40% quit right after the first contact.

WOW!! Can you believe it!! MOST people quit right after their first interaction with a potential team member or customer. They walk away!

I have an example for you. When I first joined Paparazzi back in 2013, I shared it with my daughter's dance teacher. She was instantly hooked and was a great customer. She asked me a little about joining Paparazzi and I shared some info with her. She was honest that it wasn't a great time for her, but she remained a faithful customer. I kept in touch and every once in a while I would send her a signup special that Paparazzi was offering or ask if she has any more questions about Paparazzi and just check in.

After 2 1/2 years, she called me one afternoon to tell me she had just joined Paparazzi. She was tired of waiting for the time to be right and just jumped right in. BUT, if I had walked away, I would have lost her as a team member and an awesome addition to my team.

So following up is SO important. You never know who is thinking about joining your team or who is watching you, so if you just keep in contact with your customers, friends and family, you may miss your next ROCK STAR.

How do I follow up?

Following up with someone can be as simple as “Hey girl! How are things going for you?” or “How are you enjoying your jewelry?!” It doesn’t take much, but it is a good way to let them know that you are still around, still in business and also to show them that you care.

Some other ways you can follow up is with a thank you card, quick text or message, saying Happy Birthday on Facebook when it’s their birthday, or even having a quick coffee or lunch with them.

Following up doesn’t have to take a lot time, but it doesn’t have to be something cheesy either. Try a few things until you find what works for you!

How long should I follow up?

I like to say that you should follow up with someone as long as they have a heartbeat plus one week. Let’s face it. If they are alive, there is always something you can help them accessorize. And if they have passed away, let’s send them away in style!!

But seriously folks, in the example I gave earlier, it took that friend 2 1/2 years to join my team. TWO and 1/2 years! If I hadn’t kept in contact with her, she could have joined another team or found another consultant. I would have totally missed out!

Just keep checking in and being helpful because it pays off!

How often should I follow up?

It is totally up to you how often you should sign up. At first with Sara, I would text her or see her every few days. As time went on, it was more like every other week. It was a kind of natural progression. I didn’t want to irritate her and she knew where I was if she needed to ask me any questions. With other people that kind of time frame wouldn’t have worked at all, so play it by ear and see what’s comfortable for them.

A good rule of thumbs is 2 times a week for the first month or so and then 1 time a week for a few more months if you have someone who is looking to join you team. That way you can let them know about any specials, show them new jewelry and answer questions they have.

For a customer, check in a few days after an order to make sure they received it okay and that the jewelry is in good shape. Check back in a few weeks to see if they need more or see if they want to be added into your VIP group for more shopping.

Remember that even if you have a VIP group where most your customers shop, that personal touch (a card, email or text) really adds that special touch and makes them feel important and valued. This special attention is what will keep your customers coming back again and again.

Show Challenge:

Pick 3 people who you need to follow up with. Don't think – just do it! Give them a call or text just to say hi, see how they are enjoying their jewelry or see if they need anything else. When you finish those 3, keep going! You are on a roll! 😊