



TIPS FOR FOLLOWING UP WITH PROSPECT LEADS

WORKBOOK



Next Move Group
We Are Jobs

Key Ideas (00:40)

- Following up is more art than science.
- The more you do it, the better you get at it.
- Nothing can replace building strong follow-up habits.
- You must follow-up more times than your “gut” thinks.

What are great items to follow-up with?

- News on a Plant Closure
- News on Landing a New Industry
- News on a New Incentive Program
- Labor Force Changes
- Short Videos
- Podcasts
- Testimonials from Plant Managers or HR Managers
- News on a New Industrial Park
- News on a Vacant Industrial Building
- Time as Leverage

Segment Your Leads (03:48)

- Most common prospect leads:

1.Suspect (Company Which You Think Might Have Interest in Your Area for Some Reason) (05:10)

- Online Intelligence
- Word of Mouth Intelligence



Sales Follow-up Statistics

- ✓ 2% of sales are made on the first contact
- ✓ 3% of sales are made on the second contact
- ✓ 5% of sales are made on the third contact
- ✓ 10% of sales are made on the fourth contact
- ✓ 80% of sales are made on the fifth to twelfth contact

- ✓ 48% of sales people never follow up with a prospect
- ✓ 25% of sales people make a second contact and stop
- ✓ 12% of sales people make more than three contacts

Infographic by www.sulata.net

Remember, its ok to be annoying to these people, these are suspects, if you annoy them who cares, if one responds, now you have a real, live prospect

Suspect (Company which you think might have interest in your area for some reason) Continued

- Try to add the person on LinkedIn, then message them per the next slide through LinkedIn. Place your monthly newsletters and update type communications on LinkedIn, then this suspect will see all your posts in additions to your direct contacts.
- Look and see if you know someone who knows them & see who can refer you.
- Adapt this plan based on your strengths.
- For example, Chad's strength is his accent. Your strength could be an industrial building which is hard to describe but you have a virtual tour of it, in that instance you would rather send an email. If you have a unique accent like Chad maybe you call more often.
- For each repetitive message you send:



- Educate about your area
- Input a bit of variety off the main point



When do you stop trying to follow-up?

Never. Work the plan on the left once then follow up once every 30 days with an email and a phone call until the prospect tells you they are not interested.

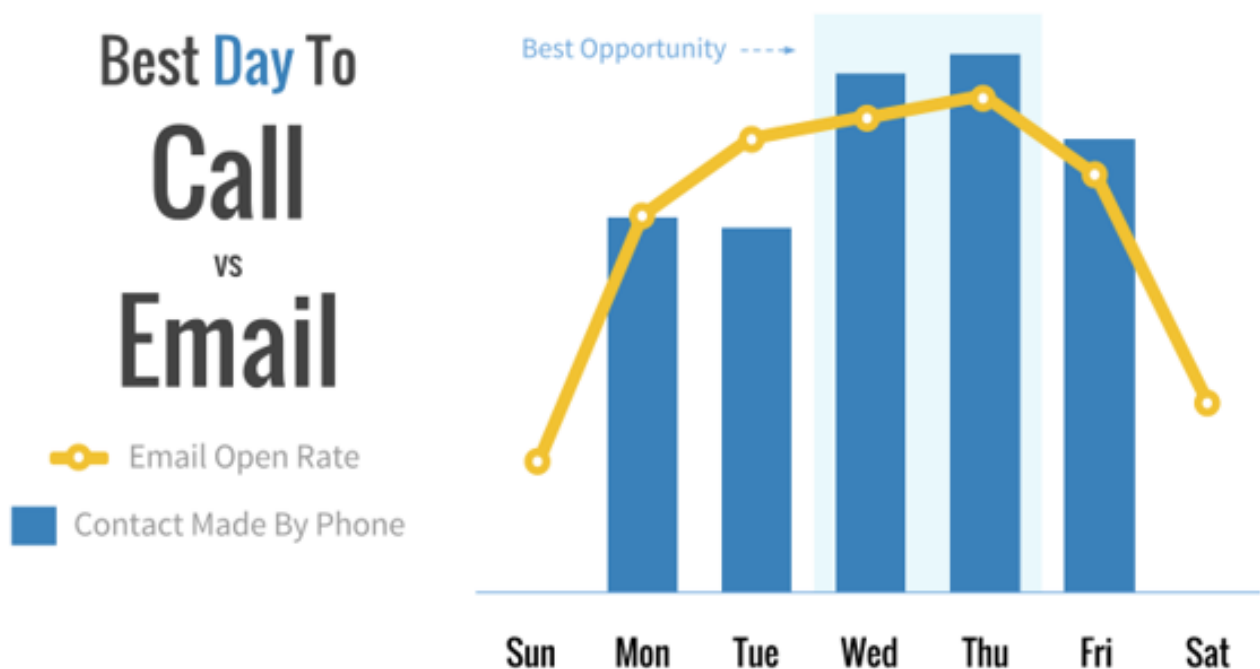
If this is a perfect type prospect for you which you would really like to meet with try these 2 tricks:

If you want an in-person meeting:

- Strategy A = Tell the suspect via email, LinkedIn, or phone message that you will be in his or her area on other business during a Monday – Friday period of time, state why you have something valuable to discuss, and ask could I have 15 minutes of your time for a meeting while I am in town.
- Psychologically, someone is more likely to meet with you if they think you are already in the area and not making a special trip just for them, it diffuses the pressure of “what is this person’s expectation of this meeting.”

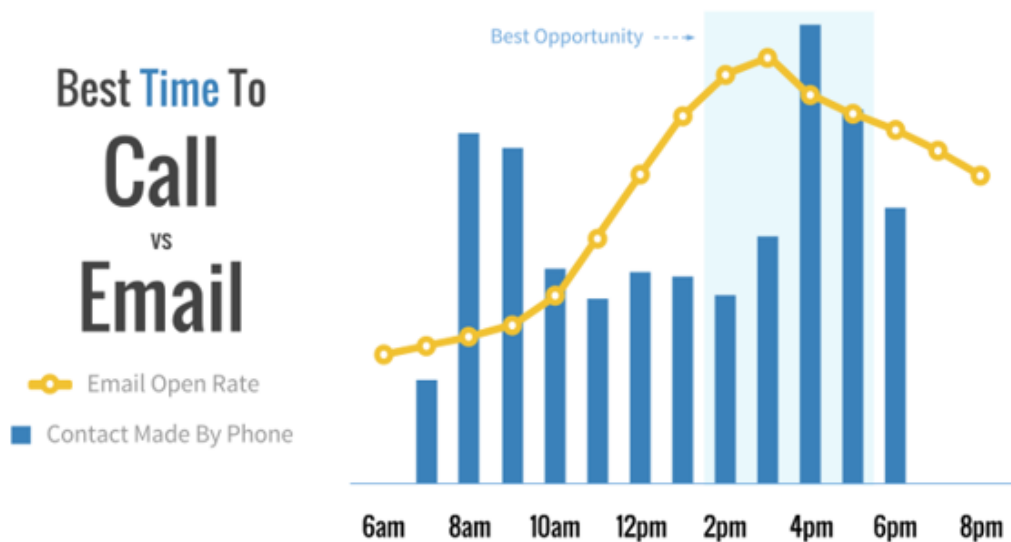
If you want a zoom or call meeting:

- Strategy B = use technology like Calendly.com to send your suspect an online link to your calendar and encourage he or she to book the most convenient time for a 15-minute call stating why you have something valuable to discuss.



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2. Consultant Project Which You Have Responded to via an RFI (19:40)

- This section is for projects in which a consultant contacts you directly with an RFI rather than you are receiving an RFI through the state, utility, or another means from a consultant.
- For consultant led projects, the below does not apply, you want to avoid taking a chance on being annoying.



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Infographic by www.sulata.net

- Try to add the person on LinkedIn. Place your monthly newsletters and update type communications on LinkedIn, then this consultant will see all your posts in additions to your direct contacts.
- Give the consultant access to your calendar early in the process. Consultants love having control.
- Use technology like Calendly.com to give the consultant an online link to your calendar and encourage he or she to book the most convenient time for a 15-minute call if they ever need additional information you have not provided.

When should you proactively call or email the consultant outside of responding to an email call from the consultant?

- Any time you can provide new and valuable information via DATA
- If you want your prospects to engage in the conversation you are trying to have, it's on you to tailor it to what they need by providing relevant information. Your message must:

- First, focus on your prospect and their industry.
- Second, talk about their pain points, which ties to your community.
- Third, ask for something that is quick to complete, such as a short zoom or ask if they would like to see a video of your building or a study on your labor.
- Sending new and valuable information can increase conversion rates by 3 times.

Consultant Project Which You Have Responded to via an RFI Continued

What Are Great Items to Follow Up With?

- News on a Plant Closure
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If this is a perfect type project for you which you would really like to sit down with the consultant one on one to discuss:

If you want an in-person meeting:

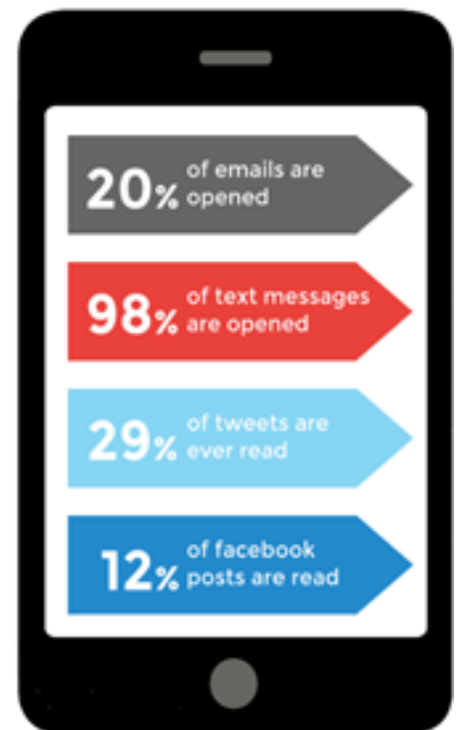
- Strategy A = Tell the consultant via email or phone message that you will be in his or her area on other business during a Monday – Friday period of time, state why you have something valuable to discuss, and ask could I have 15 minutes of your time for a meeting while I am in town.

- Psychologically, someone is more likely to meet with you if they think you are already in the area and not making a special trip just for them, it diffuses the pressure of “what is this person’s expectation of this meeting.”

Assuming You Have New and Valuable Information to Share with the Consultant Via Data, How Often Should You Initiate Contact:

- By Email- No more than once every 2 weeks
- By Text- No more than once every month
- By Call- No more than once every 2 months
- In-Person Meeting Trick Where You Say You Will Be In The Area- No more than once every 6 months

Or once a quarter for something personal, for instance if you know their favorite team won a big game, they had a birthday, etc.



Send a Small Gift When You Lose:

- Do not spend more than \$50
- Say, “We are honored to have had the chance to compete for your project, to show our appreciation we wanted to share a small piece of our culture with you. We hope we are afforded the opportunity to work with you again in the near future.”

3. Project Being Led by State or Power Company Which, You Have Responded to via an RFI (29:00)

- For these projects, the below does not apply, you want to avoid taking a chance on being annoying



- Give the project manager access to your calendar early in the process. States & utilities love having control.
- Use technology like Calendly.com to give the project manager an online link to your calendar and encourage he or she to book the most convenient time for a 15-minute call if they ever need additional information you have not provided.
- Anytime you can provide new and valuable information via DATA

What are great items to follow up with?

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If this is a perfect type project for you which you would really like to sit down with the project manager one on one to discuss:

If you want an in-person meeting:

- Tell the project manager via email or phone message that you will be in his or her area on other business during a 3 day period of time, state why you have something valuable to discuss, and ask could I have 15 minutes of your time for a meeting while I am in town.
- Psychologically, someone is more likely to meet with you if they think you are already in the area and not making a special trip just for them, it diffuses the pressure of “what is this person’s expectation of this meeting.”

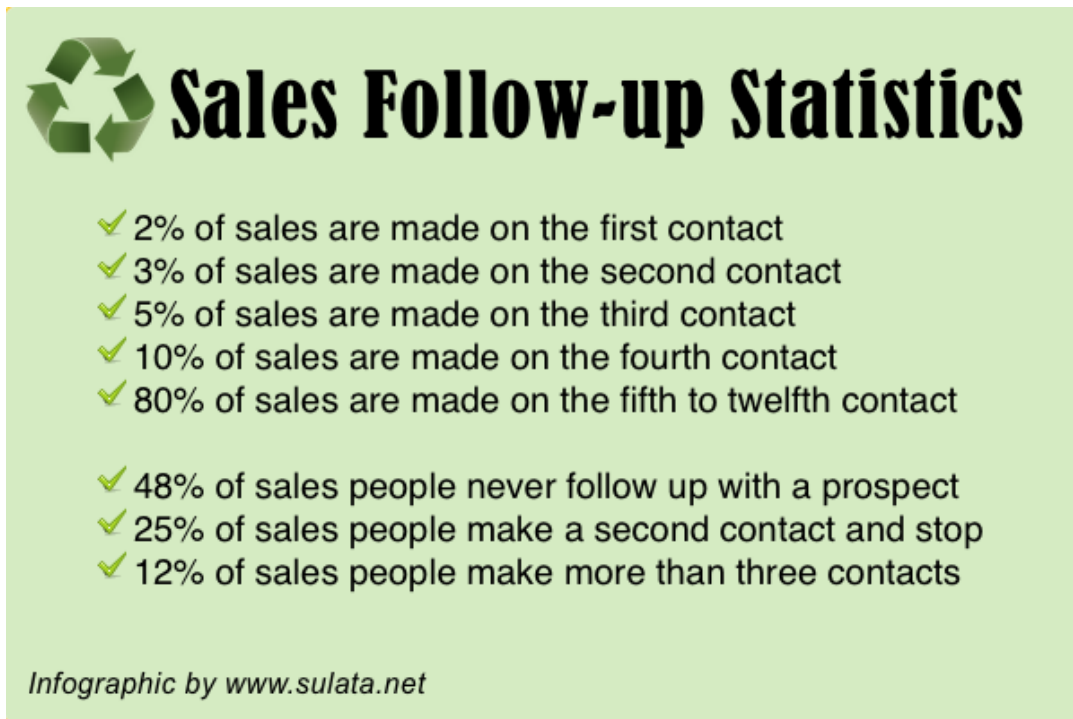
Tip: We recommend striving to develop a texting relationship with the project manager.

Assuming You Have New and Valuable Information to Share with the Project Manager Via Data, How Often Should You Initiate Contact:

- By Text- No more than once every week
- By Email- No more than once every 2 weeks
- By Call- No more than once every 3 weeks
- In Person Meeting Trick Where You Say You Will Be In The Area- No more than once every 2 months

4. Prospect Which You Generated Directly or Contacted You Directly (32:35)

- It is ok to be annoying to these people, if you annoy them who cares, if you land one you likely get a pay raise!



- Try to add the person on LinkedIn, then message them per the next slide through LinkedIn. Place your monthly newsletters and update type communications on LinkedIn, then this suspect will see all your posts in additions to your direct contacts.
- Give the prospect access to your calendar early in the process. Prospects love having control.
- Use technology like Calendly.com to give the prospect an online link to your calendar and encourage he or she to book the most convenient time for a 15-minute call if they ever need additional information you have not provided.

If this is a perfect type prospect for you which you would really like to meet with try this trick:

If you want an in-person meeting:

- Tell the prospect via email, LinkedIn, or phone message that you will be in his or her area on other business during a Monday - Friday period of time, state why you have something valuable to discuss, and ask could I have 15 minutes of your time for a meeting while I am in town.
 - Psychologically, someone is more likely to meet with you if they think you are already in the area and not making a special trip just for them, it diffuses the pressure of "what is this person's expectation of this meeting."
- Provide new and valuable information with each attempted contact.
- Most follow-up emails or calls do not work because they sound like a sales pitch. Just like a marketing email, a sales follow-up requires an angle and a hook that makes it interesting to read or listen to.
- If you want your prospects to engage in the conversation you are trying to have, it's on you to tailor it to what they need by providing relevant information. Your message must:
 - First, focus on your prospect and their industry.
 - Second, talk about their pain points, which ties to your community.
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Tip: We recommend striving to develop a texting relationship with the prospect.

Assuming you have new and valuable information to share with the prospect via data, how often should you initiate contact:

- By Text – No more than once every week
- By Email – No more than once every 2 weeks
- By Call – No more than once every 3 weeks
- In-person meeting trick where you say you will Be in the area. Do this no more than once every 3 months.

When do you stop trying to follow-up?

- Never. Not until the prospect clearly tells you yes or no.

Give the prospect a small gift when they visit

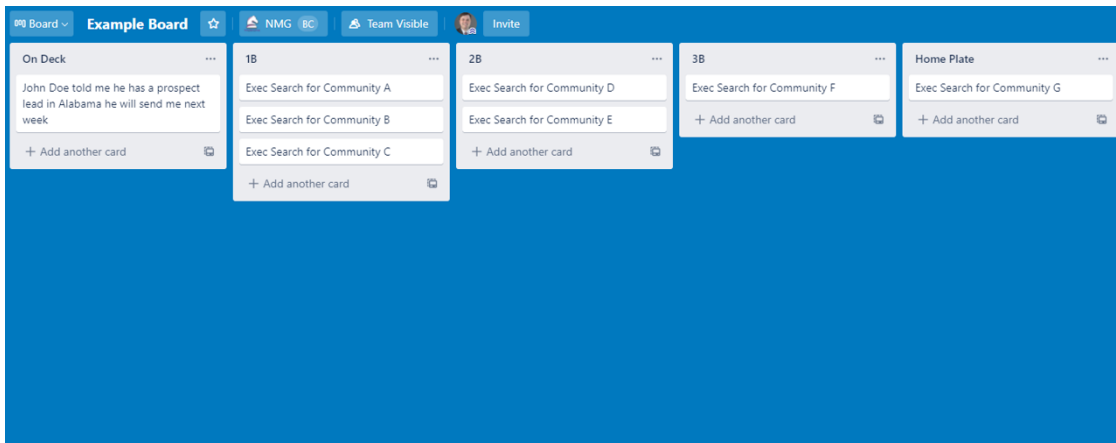
- Do not spend more than \$50
- Say, “We are honored to have had the chance to show you our community, to show our appreciation we wanted to share a small piece of our culture with you. We hope we are able to continue to work after this visit to earn your investment in our town.”



Tip: When dealing with prospects: Stay unemotional and remember that prospecting is a numbers game.

How Does Next Move Group Manage Our Follow Up? (38:58)

- Our Vice President, Brandon Nettles, handles our suspects.
- We keep an online database of all our “Prospects” via a baseball bases system:
 - On Deck
 - First Base
 - Second Base
 - Third Base
 - Home Plate



- Our CEO Chad reviews our prospects list every Sunday night & writes each one on a notepad with either zero or 1 one task beside them.
- He places the tasks on the “To-Do” list for the week on a team member’s task list.
- We block time to do our follow-up for the week in chunks.
- If Chad feels our prospect list is too light, he will tell Brandon to up the activity to get us more suspects.

Closing – Key Ideas Summary (44:17)

- Following up is more art than science.
- The more you do it, the better you get at it.
- Nothing can replace building strong follow-up habits.
- You must follow-up more times than your gut thinks.



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