

“The Secret is in the Follow-up”

by “Coach Gary” Micheloni

As we get into the middle of summer, here's a sobering reminder of what is critical to have happen in marketing your business...but...very likely to be mostly disregarded by most of us. This reminder comes courtesy of my marketing colleague, Karen E A. Stavert...check this out.

Karen reminds us that...the Secret is in the Follow Up. Pay attention to these stats, because **these numbers tell us what to do:**

- ~ONLY 2% of Sales are made on the SECOND contact
- ~ONLY 5% of Sales are made on the THIRD contact
- ~ONLY 10% of Sales are made on the FOURTH contact
- ~80% of Sales are made on the FIFTH through the TWELFTH contact...

the numbers tell you what to do

- ~48% of sales people never follow up with a prospect.
- ~25% of sales people make a second contact and stop
- ~12% of sales people only make three contacts and stop
- ***88% of businesses do NOT follow up more than THREE times

if we do even 1% MORE than someone else, we will be successful

Ever wonder why your business revenue isn't higher? How many calls are you making? How many times do you touch your customers or prospects. Ask the numbers, and they will tell you. Get smart about your marketing!

Coach Gary's Marketing Corner: Gary Micheloni is a marketer, project manager, speaker, author, consultant...and a coach. Ask Coach Gary the questions you have about marketing for your company. Call the UI office and set an appointment with him. SupremeWordManagement@gmail.com

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