

# Follow Up

Customer focus in the year 2000 has changed from being transactional - this item, this sale - to relational - this store, this sales associate. Customers are looking for knowledgeable "friends" who have industry knowledge and can lead them into satisfactory buying decisions instead of "hard sell," old style salesmen.

**After-sale follow up separates true professional salespeople from the pack.**

**Contact your customer right after the sale** - within the first week - to be sure they know how to use the product, and that it satisfies their wants and needs. Remind them of the available accessories and extended warranties for their product. Ask them what their next purchase is going to be and when they will be looking for it.

Create a lead file and continue to contact your customers to tell them about upcoming sales events and new product arrivals. Call them when it's time for that next anticipated purchase.

If they are disappointed with their purchase, you can ask them to let you make "lemonade" out of their "lemons" - show them how it's used, re-familiarize them with the features of their product or exchange it for a more appropriate product.

There is a common marketing philosophy called the **Law of 250**. Each of us has 250 people we come in contact with in our daily lives - our friends, family, business associates, kid's teachers, people at the grocery store and dry cleaners, etc. Our customers will more likely complain to their 250 acquaintances if they are dissatisfied than they will to the sales associate. Your call to them will ferret out hidden complaints, give you an opportunity to solve their problems and have them raving to their 250 friends about you, their purchase and the service you provided. **The choice is yours.**

Referrals are the lifeblood of career salespeople. Ask every customer for the names of friends and associates who might be interested in a similar purchase. Give your customers a number of business cards. Hand out your cards in restaurants, at parties and in social settings. Develop a pipeline of friends referring your business. Use networking to establish your customer base.