

The Savvy Sales Professional Follow Up Guide

Congratulations on your commitment to becoming a Savvy Sales Professional! This schedule is assuming you met someone on January 1st and our product here is jewelry. You can transform this into any business or service and if you need help with that, contact me for a Free 20 minute consultation.

- 1/1 Mail/Email Newsletter (NL) or invite to upcoming event (same day)
- 1/3 F/U on receipt of NL or Invite (2 days after last contact)
- 1/6 F/U again and advise her of your next event or remind her about getting free jewelry for holding her own Fashion Experience (3 days after last contact)
- 1/13 F/U love to get together and show her how to accessorize her wardrobe with a Personal Shopping Appointment (PSA) (1 week after last contact)
- 1/27 F/U Valentine's Day is coming in a couple weeks I would love to help you get some bling from that special someone and we have a great men's line too (2 weeks after last contact)
- 2/17 F/U on how I can help... We have a special _____ event coming up I'd love for you to be my guest. (3 weeks after last contact)
- 3/17 F/U just checking in to let her know about the new line of jewelry would love to get her opinion and offer free gift (1 month after last contact)
- 6/17 F/U Summer is here and we have gorgeous gifts for those grads, brides and even the Father's Day men in your life. (3 Months after last contact)
- 12/17 F/U Christmas is right around the corner and I'd love to help you get your shopping done UNDER BUDGET and get some gifts for yourself for FREE! Remember, I offer FREE GIFT WRAP so a girls' night out with me could relieve some stress for you and your friends for holiday shopping! (6 months after last contact)
- 11/1 F/U Open House is coming up next week! I'd love for you to come by, Stop n Shop and get familiar with all Park Lane has to offer! Free Gifts and Drawings will be done for all attendees and Bring a Guest for a special gift from me!! (1 year – not quite but I worked it in around an event that is easy to invite her to)

A savvy business person uses a CRM (Customer Relationship Management) system to stay on top of their leads and follow up schedule. A monthly connection email should be incorporated in conjunction with this schedule for maximum effect and consistency. For more information go to my resources page www.vickifitch.com/resources and check it out or contact me for your free 20 minute consultation and I can help you figure that out.