SAGE

SALES:
OPPORTUNITY QUALIFICATION

# FOLLOW-UP COMMUNICATION

**LENGTH**
2 Hours

**CERTIFICATION**

**FORMAT**
Live

"Why haven't they gotten back to me yet?" "They must have gone with someone else" "I'll give them a few more days" "They're probably busy now". Sound familiar? Whether they like it or not, sales professionals have to follow-up on everything from missed cold calls to dead proposals, and 'follow-up avoidance' is a real mental barrier that can grind a Rep's productivity to a halt.

In this module, we address the mental stigma of following-up head-on. Participants will understand the psychology behind 'follow-up avoidance', learn the SAGE Follow-up Framework, and create and take ownership over their own personal follow-up guide.

## LEARNING OUTCOMES

After taking this course, you should be able to:

- Eliminate the fear and stigma of following up with prospects
- Create your own follow-up guide using the SAGE Follow-up Framework

## COURSE OUTLINE

### Introduction

- The importance of following-up
- Understanding and eliminating the fear of rejection
- Making follow-up part of your daily routine part of

### The SAGE Follow-Up Framework

- Obtaining up-front agreement
- TRC: Timing, Reasons, Channels
- Exercise: Create your own personal Follow-up Guideline

### Follow-Up Best Practices

- Avoiding 4 key follow-up mistakes
- Strategies for 3 common scenarios: “The Ghost,” “The Impatient Prospect,” “The Deflector”

### (Optional) Role Play

- Tough follow-up scenarios