

## **FOLLOWING UP LEADS!**

**When FOLLOWING up a LEAD.... PLEASE PLEASE PLEASE Remember this: IT'S CRUCIAL and will have a HUGE IMPACT on YOUR RESULTS!!**

### **Don't give up too soon!**

Just in case you haven't convinced yourself of this fact, yet, allow me to share with you some statistics which should scare the living daylights out of you.

- 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 It's a staggering discovery, but only 10 % of businesses make more than three contacts!!

### **OK, so what does this mean, then?**

Well, it means they're losing out massively and not maximising their advertising budget! because:

- 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**

**So, if you're like almost half of all businesses and make no more than one follow-up to your prospects... you're leaving 98% of your income on the table for someone else to come along and pick up!!**