



Follow Up Process

The best follow up process is one that keeps you in constant communication with your target customer until you get a response. A follow up process is a planned course of action that has a set series of communication to establish a relationship with your target customer.

Listed below are my 5 suggested steps to following up with your potential customer or current customers:

1. Phone call
2. Email
3. Social media or text message
4. Phone call or email with new products or services offer
5. Provide a discount offer via all communication options

I suggest having a 6 month follow up process. This will vary from business to business but it should remain consistent in your business for all customers. I would suggest to also send a survey to gauge the customers feelings toward your business.

Create Your 5 Step Follow Up Process

1. _____
2. _____
3. _____
4. _____
5. _____