

# 4 SECRETS To “POWER-UP” YOUR SALES (WITHOUT BEING SALESY!)

**An Introduction To My Proven  
Follow-Up Success System**

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When you first connect with a prospect a relationship is initiated. Follow-up is how that connection is nurtured... step-by-step.



# 1. Make It About Them... Your Prospects' Needs. (Intentions vs. Expectations)

The cardinal rule in building a prosperous business relationship is that prospects make decisions for THEIR reasons. A powerful follow-up program is a well-orchestrated discovery process designed to reveal your prospect's real needs through a series of planned "events" that allow you to provide a unique (product or service) solution... leading to a buying decision.

Your efforts should be geared toward establishing VALUE... giving your prospect the necessary details to make an informed decision from his or her point of view. 98% of buying decisions occur only after a level of trust has been established.

Don't try to sell them immediately after you've met them. Schedule a get-to-know-you cup of coffee. Build a relationship first. Find out their needs and how your product or service provides the best answers.

Here's a hot tip for better results

## **It's not about YOUR agenda. Look To Give (Without Any Strings Attached)**

When you show people that you really care about THEM and want to help THEM... your business will totally shift. You'll start to create deeper connections with people. So let go of your attachment to results (your EXPECTATIONS) and just think of yourself as a guide. Relax and have fun.

It's always important to set an INTENTION... What do you want the outcome to be? What's your overall goal? However, you must be open and flexible to possible twists and turns in the decision-making process. It could affect timing. There may be numerous objections to overcome. That's what the follow-up process is all about.

When you truly take an interest in your prospect by listening, asking questions and engaging them, you change the whole vibe of the conversation. They will see you as an AUTHENTIC, caring human being... a person they can trust and respect... not someone who's just looking to make a sale.



## 2. Utilize An Automated Customer Relationship Management System

Is a stack of business cards piling up on your desk? Do you know what it's costing you?

A good CRM system has everything in place to help you organize your time and bring structure to your business.

Note: Having a CRM is one thing; knowing how to properly set it up is quite another. The software should provide features such as:

- Thorough Scheduling
- Automatic Reminders
- Sections For Updating Category Status

A well conceived follow-up plan is comprised of many specifically timed activities. The CRM system is the technology of your follow-up blueprint. It lets you assign specific categories and the timing involved to track your progress in stages as you develop each prospect from a lead... to a satisfied customer... and beyond.

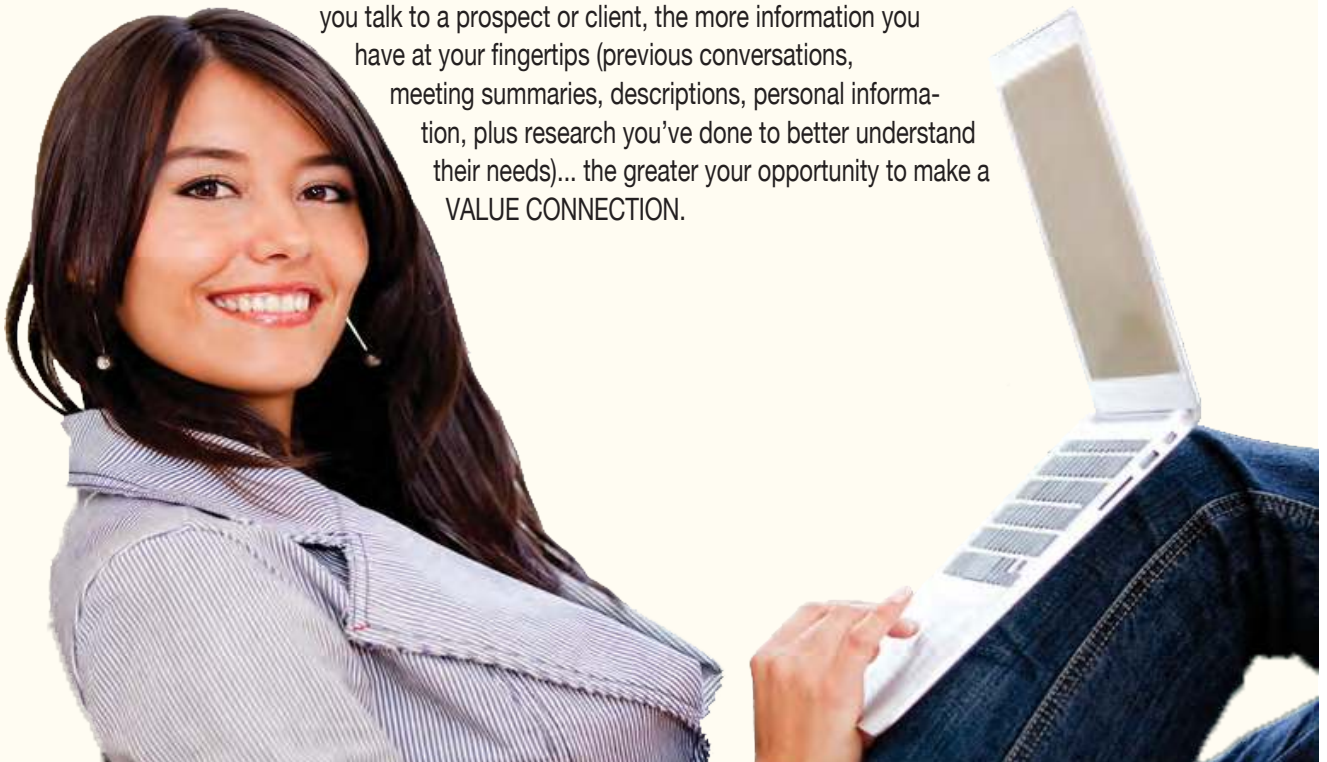
The system does what you tell it to do... AUTOMATICALLY! It can't think for you, but it will flag all appointments and upcoming events... it will tell you when to make the next call... or email... or social media correspondence.

It will even store prepared scripts for your use in designated situations... and remind you to send cards on prospects' birthdays and anniversaries. If you program your CRM to distribute virtual notes, it can do so with your own handwritten signature.

Here's a hot tip to optimize your CRM

**Enter copious notes into the system as you interact with prospects...  
Write down EVERYTHING they say on a continuing basis.**

The system has programmed sections for detailed notes. When you talk to a prospect or client, the more information you have at your fingertips (previous conversations, meeting summaries, descriptions, personal information, plus research you've done to better understand their needs)... the greater your opportunity to make a **VALUE CONNECTION.**



Many small business owners, entrepreneurs and sales professionals leave significant money on the table due to an inadequate follow-up program.



## 3. Sharpen Your Listening Skills

Malcolm Forbes said, "The art of conversation lies in listening."

A primary follow-up goal is to ENGAGE your prospects in meaningful conversation; to create a warm environment where you ask powerful questions... and then sit back and allow them to answer. This requires a "trained ear."

LESS THAN 2% of all professionals have had any training whatsoever to understand and improve their listening skills and techniques.

You must master 7 key areas of expertise in order to be considered a great listener.

- Be Present
- Show You Care
- Engage Yourself
- Be Empathetic
- Don't Judge
- Observe Your Surroundings
- Patience... Don't Interrupt

The first line of communication is to pay FULL attention. Connect with your prospects on a deeper level by asking questions about them. Don't just view your prospect as a potential sale, but rather as a person with unique needs and challenges whom you can HELP.

Here's a hot tip to sharpen your listening skills

**OBSERVING is an integral part of listening. Tune-in to your surroundings.**

There's another provocative quote, "The most important thing in communication is hearing what ISN'T said."

Actively listen beyond the obvious (via both verbal and non-verbal communication). Be aware of your prospect's physical reactions, facial expressions and gestures. Look around the office for personal photos, diplomas, or momentos that signal interests and accomplishments. Your objective should be to find commonality... ways to relate or steer the conversation in a positive direction that focuses on them while probing for relevant information.

And people will watch YOU, as well... Remember, how you're being is more important than what you're saying. Research has shown that 93% of a prospect's buying decision is influenced by the intonation of your voice and your body language.



**Follow-up is a critical factor in every phase of the sales process.  
In fact, it IS the sales process.**

## **4. Get A Lion's Share Of Referrals**

45% of new customers choose a service business based upon the recommendations of others. Referrals are so powerful, because they come from a credible 3rd party (i.e. satisfied client) who has experienced first hand the benefits of doing business with you. They're even more effective when they come from a friend... because a friend has no ulterior motive and is simply acting in the person's best interests. It's authentic! And we're used to hearing them all the time... whether someone we know and respect is recommending a good movie or restaurant or whatever. Once a customer stands up and makes a public statement on your behalf, there's a psychological effect. They'll become more loyal to you and your business. Referrals are also valuable because they're completely FREE.

Customer service is critical to the success of your referral program. However, just because you provide great service, doesn't mean you will get a lot of referrals. Receiving referrals on an ongoing basis doesn't happen by accident. They're a function of deliberate planning.

Merely asking isn't good enough. You must master powerful follow-up skills to train your client on what to listen for and what to say when the opportunity arises. The more information that you feed them, the easier it will be for them to refer people to you. Your clients want to give you referrals. It makes them feel GOOD that they found a great small business, service or product that they had a wonderful experience with... And when their friend receives great service from you as well, your referring customer will feel as though he or she was able to do them a huge favor. It's the ultimate win / win.

Stats show that 1 out of 20 prospects will likely buy from

you. But, here's the difference... 1 of 6 referred clients will buy from you. Your chances of converting referred prospects improves by 300 percent! Also, referred clients will continue to do business with you 4 times longer than a non-referred client. And, they buy 3 to 4 times more from you in the first year... because you've established that trust factor. Clients that are referred to you are 2 <sup>1/2</sup> times more likely to refer you to others. They'll repeat the process. It happens organically.

Your responsibility is to make it as easy as possible for them to refer people to you. People need a frame of reference... Make it relatable.

Here's a hot tip for getting more referrals

**Create an active referral follow-up system  
for 2 categories of people...  
CURRENT CUSTOMERS, plus  
POWER PARTNERS.**

Your customers may be your most enthusiastic referrers, because they've experienced your product or service. But, you may actually get MORE REFERRALS from power partners even though they've never tried your product. Because they network with other people of influence, plus diverse groups or organizations. "Power Partners" are people who have a similar profession as yours. They're in a similar industry, one that's complementary but not competitive. Their clients are your target audience.



# Yes, Of Course I Want To Convert More Prospects Into Clients...



## But How?

- Begin with a strategic step-by-step follow-up blueprint
- Plan every specific activity in advance
- Utilize an automated CRM system... Track progress, program responses
- Be more organized... Manage your time more efficiently
- Sharpen your listening skills
- Ask powerful questions... Engage your prospect
- Pre-qualify your prospects; Close sales more effectively
- Get a lion's share of referrals (your sales potential is 300% greater)
- Increase sales performance ratios... Generate more income for your business

Improving your business sales results begins with a basic understanding of the real problem... poor follow-up skills. Most entrepreneurs haven't had the proper training. My proven system will change your mindset, build your confidence and start you on the road to success.

My Recommendation: **Schedule a FREE CONSULTATION, "Convert More Prospects Into Clients."** ([www.PowerUpYourFollowUp.com/Session](http://www.PowerUpYourFollowUp.com/Session)). We'll have a meaningful conversation regarding your business challenges, goals and concerns. If we decide to work together, we'll map out a strategic step-by-step plan tailored to your specific needs... and dreams.

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Follow-Up Coach  
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## POWER-UP! YOUR FOLLOW-UP

PROFESSIONAL TRAINING. PROVEN RESULTS.

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