Three Tips from Three Loop Closing Experts

Here are three excellent tips from three experts on the art of follow up.

Tip #1: Connect Via Multiple Inboxes

This is from Stever Roberts:

You need to check all inboxes regularly to stay on top of incoming messages to be a great loop closer.

Communication technology has made us far less efficient. Yes, I'm deadly serious. Once upon a time, if you needed to contact someone, you dialed them on the phone. If they weren't there, you left a message with their mother, their secretary or their colleague. When they got back from their 3-martini lunch, they would get the note and call you right back. If they were under the age of 10, the martinis would have knocked them out, so they would call back after nap time.

Today we have too many inboxes. We don't know where to look for incoming messages. Now that venture capitalists are all googly-eyed over social media, every website in existence happily provides a lame, poorly constructed email system that there's no way to disable. Facebook, LinkedIn and MySpace are big offenders, but almost everyone does it. You also have six regular email accounts, plus voicemail, text messages, iMessage, Blackberry messenger, iChat, AIM, Microsoft Messenger … need I go on? And your well-meaning friends who love you to death, also love to show how tech-savvy they are by sending *their* emails on the latest and greatest platform. Thanks to their brilliant display of technological mastery, you need to check all the inboxes regularly if you want to stay on top of your incoming messages.

Tip #2: Get Commitment for the Follow Up

From Jim Domanski:

Perhaps the single biggest mistake employees make is not establishing a specific date and time for the follow up call at the end of their initial call. Vague commitments from the client or prospects ("call me next week") or your employee ("I'll send the proposal and follow up in a couple of days") result in missed calls, voicemail messages and ultimately a longer decision cycle. All you need to do is simply ask for a follow up date and time. For instance:

"I'll be glad to write up the proposal (quote, whatever) and e-mail it to you. And what I would like to recommend is that we set up Tuesday, the 16th, at say, 8:45 to review it in detail and determine the next steps if any. How does that sound?"

If this is not a good time, recommend another time. If that doesn't work, get them to establish a time and date. Creating a deadline is a simple but extremely powerful tactic. Use it.

Tip #3: Speed is Essential for Closing the Loop with Prospects

From Robert Krekstein:

Obviously the critical success factor for any responder program is the speed to which we call the prospect. The key is to reach the prospect within 48 hours. You will see a diminishing return on every call made outside of 48 hours, and after seven days you will see a 60-70 percent drop in leads generated. The within 48 hour timeframe will guarantee that the prospect remembers your site and the material he/she viewed. You will also diminish the chances that a competitor has called the prospect and is "first at the table" for purchasing discussions.

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