

Professional Follow Up Script that Converts



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Use this script after a prospect has agreed to more information about your products or business, and again throughout every step of the follow up process:

You: Great, Mary! The next step is for you to _____ (review the presentation video, join our fb group, attend an event, etc). If I send you _____ (a link, the details, etc) would you _____ (watch it? join it? attend it?)

Mary: Yes

You: Okay! I will send you that link right away. When do you think you'll have a chance to look it over?

Mary: I can look at it (Tuesday after work, Right now, This weekend, etc).

You: Great After you watch that presentation you'll have some questions. ! I've got some time Tuesday around 8pm or Wednesday morning... which time would be best for me to call and follow up?

Mary: Wednesday morning would be best.

You: Awesome! Okay Mary, I'll send you that link now. Take a look at it Tuesday night after work and I'll give you a call Wednesday morning to answer your questions! Looking forward to talking to you!

During the next follow up call, visit with Mary and determine what the next best step for her is (remember to TELL, don't ask!) then use this script again until you've led Mary through the decision-making process and she makes a decision!