

EFFECTIVE SALES SYSTEM FOR GROWTH

TIPS FOR EFFECTIVE FOLLOW-UP TO BOOST SALES



This guide is like your secret companion, packed with clever tricks and captivating phrases to become an expert at sales.

The logo features a stylized figure in a jumping or leaping pose, rendered in gold with a red dot at the top of the figure's head.
LEAP TO YOUR
SUCCESS
UNSTOPPABLE ACHIEVEMENT

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JOIN OUR FACEBOOK GROUP TODAY

LEAP TO UNSTOPPABLE SALES HANDBOOK

Welcome to the **LEAP TO UNSTOPPABLE SALES** Handbook, your comprehensive guide to revolutionizing your sales performance and achieving unstoppable revenue growth. This handbook outlines our proven, folder-based methodology that has helped countless sales professionals and businesses organize their leads, prioritize their efforts, and close more deals than ever before.

Whether you're a solo entrepreneur, a small business owner, or part of a larger sales team, the **LEAP TO UNSTOPPABLE SALES** Handbook is your ultimate resource for optimizing your sales process and achieving your revenue goals.

By implementing the strategies and tools outlined in this handbook, you can expect to:

- Increase your lead conversion rate by up to 50%
- Reduce your lead response time by 75%
- Boost your average deal size by 30% or more
- Save hours of time each week on lead management and follow-up
- Build a more predictable and sustainable sales pipeline
- Gain a competitive edge in your market and industry

Disorganization and inconsistency will not hold you back any longer. With the **LEAP TO UNSTOPPABLE SALES** Handbook as your guide, you'll have everything you need to take your sales performance to new heights and achieve the unstoppable revenue growth you deserve.

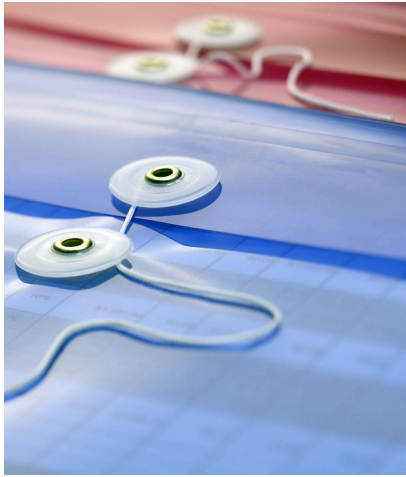
Start your journey to sales success today and discover the power of the LeapFrog Sales System!

You will need: -

- 10 folders
- Paperclips or small stapler
- Colored pens (Red, Green, Blue, Black)
- 8.5 x 11 paper. You can use lined, graph or plain. Your choice.
- Can Do Attitude



LEAP TO UNSTOPPABLE SALES HANDBOOK



STEP 1. LABEL YOUR FOLDERS

- Monday, Tuesday , Wednesday , Thursday, Friday, Saturday/Sunday
- Label One folder Meeting Generated (or what your goal is. Event or Podcast)
- Label 1 folder - 1 Month Follow Up
- Label 1 folder - 2 month Follow Up
- Label 1 folder - Meeting Follow Up



PROCESS

- For every new lead, write their name on a sheet of paper or staple their business card.
- Place the lead's information in the folder corresponding to the day you first contacted them.
- Use the paper to keep notes. Write notes in blue or black ink
- If you heard back, write note in Red
- Use Green when you get a meeting
- Follow-up schedule:
 1. Monday folder leads: Follow up on Wednesday and Friday
 2. Tuesday folder leads: Follow up on Thursday and Saturday/Sunday
 3. Wednesday folder leads: Follow up on Friday and Monday
 4. Thursday folder leads: Follow up on Saturday/Sunday and Tuesday
 5. Friday folder leads: Follow up on Monday and Wednesday
 6. Saturday/Sunday folder leads: Follow up on Tuesday and Thursday
- When a meeting is generated, move the lead's information to the "Meetings Generated" folder.
- After the meeting place in MEETING Follow up Folder
- If you get to the "last day" in the above sequence without a response, move the lead's information to the "Next Month Follow-up" folder for future follow-ups.
- After the next month follow-up, move the lead's information to the "2 Month Follow-up" folder for long-term nurturing.



Sales Verbiage

Day 1 (Monday or Tuesday): Email/Voicemail: Subject: Great meeting you at [Event Name or where you met them]!

Hi [Name], It was a pleasure meeting you at [Event Name] and exchanging business cards. I would love to set up a time to further connect and explore potential opportunities for us to work together and or collaborate. Please let me know your availability for a brief call or meeting. Looking forward to hearing from you! Best regards, [Your Name]

Text Message: Hi [Name], I just sent you an email/left you a voicemail regarding our conversation at [Event Name]. Looking forward to connecting further!

Day 2 (Wednesday or Thursday): Voicemail:

Hi [Name], I hope this message finds you well. I'm following up to see if we can schedule a time to connect either virtually or in person. I'd love to learn more about your business and discuss how we might be able to collaborate, especially considering [Pain Point discussed]. Please let me know what works best for you. Best, [Your Name]

Text Message: Hi [Name], I left you a voicemail about setting up a time to connect. I'm excited to learn more about your business and explore potential collaboration opportunities

Day 3 (Friday or Saturday/Sunday): Email/Voicemail: Subject: Missed Connection

Hi [Name], I know you are busy. I was looking forward to connecting. I hope you're doing great! I'll plan to follow up with you next month unless I hear from you first. If you find some time and would like to connect sooner, please don't hesitate to reach out. Wishing you all the best, [Your Name]

Text Message: Hi [Name], I left you a voicemail/sent you an email. No worries if you've been busy. I'll touch base next month, but feel free to reach out anytime if you'd like to connect sooner.

Sales Tips

1. After you meet someone, friend them on social media. If you have a group, invite them to the group as well.
2. If they work in an office and you can find their address, send them a card letting them know it was a pleasure meeting them
3. You may want to create a set of email templates for each stage of your follow-up process to save time and ensure consistency in your messaging. You can still personalize these templates for each lead.
4. Add contacts to a nurturing email / newsletter system to keep them engaged
5. When you are following up, remember to refer back to the lead sheet with their contact information. so you can reference notes. Think of discovering their needs, preferences, and any obstacles they are facing. This will help you personalize your follow-ups and address their concerns effectively

Remember it is all about building Relationships