

The Handbook for Business, the Bible

Let's talk about: The positive impact of post-sale follow-up

Think about all the purchases you've made in recent times. How many of the sellers contacted you after the transaction was completed to check that all is, ok? I'll hazard a guess, NONE.

It amazes me why so few sellers do any post-sale follow-up.

The main reason is simply that they are transaction focused, not people focused. So, once the transaction is done, so are they; "thank you, see ya next time"

But I contend that a transaction is not finished until you know your customer is 100% satisfied; so much so, you or the team are prepared to contact them to make sure!

You've heard of buyers' regret? It's triggered when buying decisions made in the emotion brain are later challenged in the logic brain, causing conflict.

* Your phone call may be all it takes to defuse this situation.

Also, people crave love & recognition in business transactions; follow-up ticks both boxes.

Customer follow up can be systemised so they at least get a phone call or customised text message; you could use a thank-you card, a gift or provide some further information; indeed, you could remind them of your guarantee. Whatever works for you.

* The marketing gold is you are back in their world, caring, nurturing, communicating love.

* Also, it may trigger another sale, a referral and a lifetime customer because they like dealing with people who care!

My counsel for business owners:

Patience and a plan build relationships and that's what builds long-term success. Imagine the business impact if each team member followed up one customer a week!

HANDBOOK COUNSEL for today: Ecclesiastes 7:8

"Finishing is better than starting. Patience is better than pride"

Other Scriptures:

Matthew 5:41, "And whoever will press you into service for one mile, go with him two" DLNT

Matthew 22:39, "...thou shalt love thy neighbour as thyself" KJV