

# The Ultimate Guide to Following Up and Closing the Sale

Following up with leads is essential for closing sales. In fact, studies have shown that businesses that follow up with their leads are 25% more likely to close the sale. However, many salespeople make the mistake of following up too early or too late, or they don't follow up at all. This can lead to lost sales and missed opportunities.

In this guide, we will teach you how to follow up effectively and increase your conversion rates. We will cover everything from the best time to follow up to the best way to follow up. We will also provide you with some tips for closing the sale.



## Follow Up and Close the Sale: Make Easy (and Effective) Follow-Up Your Winning Habit by Jeff Shore

★★★★☆ 4.6 out of 5

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Screen Reader	: Supported
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## When to Follow Up

The best time to follow up with a lead depends on the lead's industry, size, and buying process. However, there are some general guidelines that you can follow.

- For small businesses, follow up within 24 hours.
- For medium-sized businesses, follow up within 48 hours.
- For large businesses, follow up within 72 hours.

If you are following up with a lead who is in the middle of a buying process, you may want to wait a little longer before reaching out. This gives them time to research their options and make a decision.

## **How to Follow Up**

There are many different ways to follow up with a lead. You can call, email, text, or even send a handwritten note. The best way to follow up will depend on the lead's preferences and the situation.

If you are not sure how to follow up, start by calling the lead. This gives you an opportunity to build rapport and get a better understanding of their needs. If the lead is not available, leave a voicemail and follow up with an email.

When you follow up via email, be sure to keep your message brief and to the point. You should also include a call to action, such as asking the lead to schedule a meeting or provide you with more information.

## **Tips for Closing the Sale**

Once you have followed up with a lead and built rapport, you can start to close the sale. Here are a few tips to help you close the deal:

- Be patient. Closing a sale takes time. Don't be discouraged if the lead doesn't buy right away.
- Be persistent. Keep following up with the lead until they make a decision.
- Be persuasive. Use your sales skills to convince the lead that your product or service is the best solution for their needs.
- Be confident. Believe in your product or service and in yourself. This confidence will come through in your interactions with the lead.

Following up with leads is essential for closing sales. By following the tips in this guide, you can increase your conversion rates and close more deals.

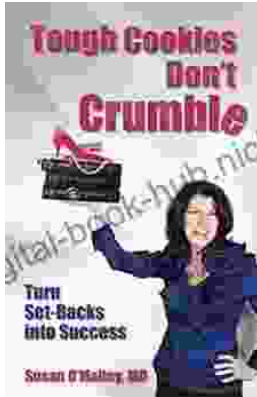


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