

# The Savvy Sales Professional Follow Up Guide

Congratulations on your commitment to becoming a Savvy Sales Professional! This schedule is assuming you met someone on January 1<sup>st</sup> and our product here is jewelry. You can transform this into any business or service and if you need help with that, contact me for a Free 20 minute consultation.

- 1/1 Mail/Email Newsletter (NL) or invite to upcoming event (same day)
- 1/3 F/U on receipt of NL or Invite (2 days after last contact)
- 1/6 F/U again and advise her of your next event or remind her about getting free jewelry for holding her own Fashion Experience (3 days after last contact)
- 1/13 F/U love to get together and show her how to accessorize her wardrobe with a Personal Shopping Appointment (PSA) (1 week after last contact)
- 1/27 F/U Valentine's Day is coming in a couple weeks I would love to help you get some bling from that special someone and we have a great men's line too (2 weeks after last contact)
- 2/17 F/U on how I can help... We have a special \_\_\_\_\_ event coming up I'd love for you to be my guest. (3 weeks after last contact)
- 3/17 F/U just checking in to let her know about the new line of jewelry would love to get her opinion and offer free gift (1 month after last contact)
- 6/17 F/U Summer is here and we have gorgeous gifts for those grads, brides and even the Father's Day men in your life. (3 Months after last contact)
- 12/17 F/U Christmas is right around the corner and I'd love to help you get your shopping done UNDER BUDGET and get some gifts for yourself for FREE! Remember, I offer FREE GIFT WRAP so a girls' night out with me could relieve some stress for you and your friends for holiday shopping! (6 months after last contact)
- 11/1 F/U Open House is coming up next week! I'd love for you to come by, Stop n Shop and get familiar with all Park Lane has to offer! Free Gifts and Drawings will be done for all attendees and Bring a Guest for a special gift from me!! (1 year – not quite but I worked it in around an event that is easy to invite her to)

A savvy business person uses a CRM (Customer Relationship Management) system to stay on top of their leads and follow up schedule. A monthly connection email should be incorporated in conjunction with this schedule for maximum effect and consistency. For more information go to my resources page [www.vickifitch.com/resources](http://www.vickifitch.com/resources) or schedule a consultation with me and I can help you figure that out.