

The Fortune is In the Follow Up TM



Effective follow up skills have become a lost art in the sales profession. But not following up can spell the difference between closing the deal and losing the deal. It truly can take months to find a customer and just minutes to lose one.

Even though sales teams know the importance of following up, they fall into one of three categories: they don't follow up at all, they follow up only sporadically, or they follow up incorrectly.

Following up on every interaction is a recipe for success in the game of sales numbers. But what is the correct way to follow up? Should you use email, phone calls, or person-to-person engagement to turn prospects into business?



During this interactive seminar, Sandy Sloane, CEO of *Solutions by Sloane* will share her knowledge from her three decades of major market experience and her proven success strategies of following up that have won her company business over her much larger competitors.

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