



HOW TO CONTINUE THE SALES CONVERSATION

NURTURE YOUR CUSTOMERS WITH EFFECTIVE
FOLLOW UP STRATEGIES



Effective follow-up helps to generate more sales

As a business owner, you work really hard to get your product or service in front of potential customers. You spend time and money engaging with them, nurturing them and hopefully encouraging a new purchase. Then the whole process is repeated again.

So many businesses do nothing after the sale has been made, yet this is one of the most critical points in the relationship between your business and your customers. Right after the point of purchasing, comes the time when a buyer has the highest level of potential buyer's remorse.

It doesn't matter what product or service you offer to your customers. You want to ensure that your buyer has a happy purchasing experience and that you're following up with them.

One of your most important tasks is to take a customer who has purchased from you once and to encourage them to purchase from you again. It's much easier (and cheaper) to sell again to an existing customer than it is to spend time, money and effort finding and nurturing a new lead.

What are you currently doing in your business right now after a customer purchases one of your products or services?

After Sales Nurturing is something that every business should look to add into their processes.

It doesn't matter if you sell a product or service, in-person or online, following up effectively with your customers helps to generate additional sales, goodwill, referrals, reviews and more.

Our free guide will take you through five important steps you can consider in your After Sales Nurturing processes. From effectively saying "thank you" to your customers, right up to segmenting them effectively so that your future marketing communications are properly targeted and will engage the right users.

1 Offboarding

Offboarding is the process that takes place after the paid agreement ends. It's a term that is more commonly used in "service" businesses than product-based businesses, but it can be used effectively in both types of business.

In the case of service delivery, this is after the work has been completed and payment has been made for services rendered. For products, this is after the customer has made their purchase and you've successfully delivered their products.

Your last contact with a customer should not be at the point of them handing over money to you to pay an invoice or after your delivery is in their hands. When you operate in this way, you're missing out on the opportunity to stay in touch with that customer and be at the front of their mind when they are ready to make another purchase.

You should have processes in place that will follow-up with your customers to make sure they are happy with their purchase. This is a really easy one for every type of business, and one that you will have likely seen at least once or twice if you do any online shopping.

Depending on the product or service that you are providing, there will be a fairly standard period of time that a customer will need to use or appreciate what they have purchased.

If you sell your products or services online, the typical offboarding process will be via email. Usually, this would be over one or more emails and the great thing is that you can automate this with many email providers, so there's no extra work for your staff.

For offline products or services where you're seeing the customer in person, you can give them a leaflet or brochure after their purchase.

Here are a couple of examples:

- **Lawnmower E-Commerce Store** - After the sale has been completed, the lawnmower store could send out a short series of emails with tips and recommendations to the customer on how to use their new lawnmower effectively.
- **Car Detailing** - After the service has been completed for the customer, a leaflet could be left to tell them how to make the most of their clean vehicle, as well as any tips for keeping it clean.

You could even include a coupon in your offboarding communications to encourage your customers to come back and make another purchase.

TIP: Set up an offboarding system for your customers. Try and automate as much of this as possible to make it an easy process for anyone in your team to follow.

2 Thank You Gifts

The words “Thank You” are some of the most important words in the English language.

When it comes to business, it’s important to thank your customers. This can be anything from an email or a handwritten note, right up to a physical gift. The level of thanks will vary depending on the value of the products or services that you sell.

Saying thank you gives your business an opportunity to not only to make your customer feel great about their purchase but also makes your company memorable.

It’s worth thinking about how you can say thank you to your clients and to stand out against your competition. How many of your competitors are personally saying thank you to their customers right now?

Here are some examples of ways that you can say thank you:

- **Handwritten Card** - Taking the time to handwrite a thank you card is a great way to show your customers that you appreciate them and that you’ve taken a few minutes to personally show this.
- **Edible Gifts** - Sending a box of cupcakes or a good quality bottle of wine is a sure-fire winner for many customers.
- **Themed Gifts** - This tends to work best for service-based businesses, where you’ve had an opportunity to have a number of conversations. Pay attention to the interests of your customer during any conversations that you have and you might find a really interesting opportunity for a gift.
- **Send A Video** - Services like [Bonjoro](#) allow you to easily send a video message to your customer. You can send a custom thank you message as a video, directly to them. This works well to welcome customers to your service too - so it has many other users.

Taking the time to make your customers feel appreciated will encourage them to not only come back to your business but also to tell their friends about you. Word of mouth referrals are one of the strongest types of marketing benefits you can have.

TIP: Look at the types of product or service that you sell and the value of these items. Take a small percentage of the revenue that you receive from your sales and put this towards a way of saying thank you to your customers. If you’re just starting out videos with Bonjoro or handwritten cards are a low-cost entry point.

3 VIP Customers

Every customer is important to your business, but do you know who your VIP customers are? These are typically the customers who spend the most money with you and come back to buy again and again.

Whether you run an E-Commerce store or you have a service-based business where you visit your customers in their homes, you should be aware of who is spending the most money with you.

Your VIP customers are those who are the most engaged with your business. They love what you're doing and they want to buy your products or services on a repeat basis.

Taking care of your VIP customers will help to build a better relationship with them, ultimately bringing your business more revenue and hopefully more referrals too.

So how do you set up a VIP system?

Firstly, you'll need to decide what level of customer spend your VIP level is going to be at. A good rule of thumb would be to look at what the top 1% - 5% of your customers are spending with your business and set the level around this.

Once you've decided on this, you'll then want to tag your VIP users in your E-Commerce system, your CRM (Customer Relationship Management) software or your accounting software. If you use Email Marketing (you should!), then you can also tag them here so you can send out special emails just for your VIP customers.

Now that you have a system for your VIP customers, you can send out special offers and marketing communications to them, that are separate from the standard offers that you send out to your regular customers.

Some business owners wonder if they should make it known that they have a VIP customer level. This is up to your individual business. If you did want to make this public, then an easy way of doing it would be to set up a loyalty points system.

Using a loyalty points system has a number of other benefits, such as encouraging repeat purchases, which we'll come onto in the next section.

Can you see how important it is to look after your VIP customers?

TIP: Decide on the spending level or the number of products / services that a customer would need to buy from you to qualify for VIP status. Once you've got this in place, add your VIP customers to a special list so that you can send them offers and promotions in the future.

4 Repeat Business

One of the hardest things for any business to do is to encourage a first time customer to spend with you again. Yet it's absolutely vital, as it's a no brainer for your business when you compare it to the cost of acquiring a new customer.

The frequency of these sales will vary depending on what it is that you sell to your customers. A company selling clothing is going to be more likely to make a second sale than a car dealership. Yet both companies will still want to be memorable to their customers.

In the example above, while it's likely that a second car purchase may take a while for the customer of the car dealership, they do have the opportunity to offer vehicle servicing or other associated services.

Here are some examples of methods that your business can use to generate an additional sale from a first time customer:

- **Loyalty Points** - This works great for E-Commerce businesses and also for stores with walk-in customers, such as a coffee shop. The basic principle is that a customer will earn points or tokens that they can put towards their next purchase. This encourages them to come back and purchase from your business again, in order to use their loyalty points.
- **Loyalty Discount** - Similar to points, some companies can benefit from offering discount levels if customers spend over a certain threshold. This can be set up over three levels and could include the VIP level that we mentioned earlier in the guide.
- **Coupon** - After making a first purchase, you could choose to send the customer a coupon that will provide a discount off their second purchase. This works great for any type of business, including service businesses. It's easy to leave a coupon with your customer so they can book in their next service with you.
- **Related Products / Services** - After the customer purchases from your business, you can recommend additional products or services that would be suitable for them and are a good fit with their original purchase. To encourage a second purchase you could offer a discount on these if they buy within a shortened time period.

These are just a few ideas but they should hopefully get your juices flowing. You've likely experienced many of these yourself, even with something as simple as your local coffee shop offering you a free coffee after you've purchased 9 of them.

TIP: Focus on setting up opportunities in your business that can help you turn a first purchase into a second purchase. Once you've achieved this, you're one step closer to a loyal customer who will champion your business to their friends and family.

5 Customer Segmentation

Segmenting your customers is a powerful tool that allows you to focus your marketing efforts on specific topics that your customers are interested in.

Customer Segmentation is best used on your email platform of choice since you'll want to send different emails to different types of customers.

For businesses that have different products or services, typical segmentations would be for the type of product or service that a customer has purchased.

If you only offer one product or service, then this won't work for you, however, you can also segment customers by the amount they have spent with you. So looking back at the VIP Customers section, this would be a smart segment to have up in your email platform.

To start with, it's best to focus on the key segments in your business. If you offer a lot of products or services, narrow this down to the top 3-5 that are most popular or most profitable for your business.

Why are we using segments at all? Good question!

The simple answer is that if you're going to send marketing communications, details of new products / services, tips and other content... you want to send something that is actually going to be of interest to your customer.

There's no quicker way to get someone to unsubscribe from your emails when you're sending content that is not relevant to them or their purchasing history with your business.

This doesn't mean that you have to stop sending a more "general" newsletter out to your customers - you can do this for people who haven't purchased from you or who aren't in one of the key customer segments that you've set up.

When you're sending out tips and more information to your customer on a topic that they have a keen interest in, you're nurturing your relationship with them and bringing them a step closer to them making another purchase with your business. This is an ideal way of carrying out effective After Sales Nurturing.

It's possible to do this without email as well if your business is entirely carried out in-person. You could send out this information in the mail as an alternative. However, you will find that having an email list is one of the most effective ways of communicating with many of your customers at the same time.

TIP: Set up the 3-5 most important customer segments for your business, based on the products or services that you offer. Plan out your marketing communications so that you are able to send out content to each of these segments at least once per month.

Start nurturing your existing customers

Communication is one of the most important tools that you have in business. As you can see from our guide, communication shouldn't end as soon as the sale is made with your customer.

Having an effective After Sales Nurturing process in place for your customers, allows you to continue the conversation and encourage your customers to interact with your business again in the future. This could be through further sales, referrals, reviews or more.

If you don't continue the conversation with your customer someone else will. Unfortunately, in our modern world, people are bombarded with adverts and information all day long. Messages are easily forgotten and people quickly move onto something new. This is why it's so important to have dialogue that reaches past the point of sale.

In our free guide, we've discussed five crucial ways that you can have a conversation with your customers after the point of sale. These are an excellent place for you to start looking at nurturing your customers.

We'll be sending over some additional tips and suggestions over the next few days that you can take and action in your business. Keep your eye out for these as the first one should be arriving tomorrow.

In the meantime, if you have any questions, please feel free to get in touch!

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