

# FOLLOW UP SCRIPTS

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16+ WAYS TO FOLLOW UP



**AMANDA ABELLA**



# INTRODUCTION

Hello and congratulations on requesting our sales scripts.

My name is Amanda Abella and I'm the founder of a sales training company called Make Money Your Honey.

We specialize in helping women owned businesses excell at high ticket selling.

One thing I've noticed is people miss a major opportunity by not following up with prospects.

Most sales are made after the 7th touch, so NOT following up isn't serving you.

So in this ebook I'm going to be sharing the scripts my team and I use for following up with prospects.

Some of these have 4'xed a sale from people who previously told us "No"!

## BEFORE WE DIVE IN...

**The success of these scripts is contingent upon a few things. To ensure you get the most of them here is what needs to be in place for these scripts to be effective:**

- You need to have a solid offers that solve problems.
- You need to have a sales process in place for past clients.
- You need to have a sales process. For example, Customer Check In Call > Get On a Call > Discovery > Upsell If Applicable

This is super effective because it's a system you can repeat every day to ensure consistent sales from past clients. From there you can move them into pre-qualifying. For more help on any of these items email me at [amanda@amandaabella.com](mailto:amanda@amandaabella.com), DM me or visit <https://www.persuadetoprofit.com>



## 16+ WAYS TO FOLLOW UP (WITH EXAMPLES)

### Right After You Speak With Them:

1. Text thanking them
2. Video email with recap of call (recall pain points)
3. Shoot them a DM letting them know you sent the email

### Moving Forward:

#### Client Testimonial Video

Hey, looking forward to seeing you in Persuade to Profit. Wanted to send along this testimonial of a client who was in a similar space as you.

#### Demo Video of Program

Hey, I wanted to send along this demo so you can see for yourself what we cover in the program. Let's you get you enrolled by the end of the week.

#### Video Text

Snail Mail - yes snail mail! Handwritten notes really stand out!

"Hey, I saw this article and thought of you.." email

"Did you see the email I sent you earlier?"  
Text

[www.persuadetoprofit.com](http://www.persuadetoprofit.com)

Voice Note on Social Media

LinkedIn Messenger

Voicemail (Yes, voicemail! It's super effective because phones transcribe the voicemail so it's like getting a two for one)

Invite to an event, Facebook group, livestream etc.

Send an email and text with any updates - price increase, promotions, etc.

Send a proposal and a separate email "Hey, I haven't been able to get a hold of you so I'm sending along a proposal with new terms."

The 9 Word Email "Hey (name), Are you still interested in X?"

Call them up!

Features/bonuses expiring email, text, phone call





## FOLLOW UP

06

Drop an emoji (Yes, seriously. Try it.)

Send a copy of a book (your own or someone else's)

Send a follow up every time you sell another spot. (This creates urgency because people want in if they see others doing it).