

# POST WEBINAR FOLLOW UP

SALES SCRIPTS TO HELP YOU BOOK MORE  
SALES CALLS



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# INTRODUCTION

Hello and congratulations on requesting our sales scripts for helping you close.

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 excel at high ticket selling.

One thing I've noticed is people miss a major opportunity by not following up with people who registered for and attended their webinars.

Many people get frustrated when not enough people attend the webinar live or not enough applications are filled out.

This guide will show you how to follow up with everyone who registered so that you book more sales calls:

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## 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 to stay organized.
- You need to have a sales process. For example, Customer Check In Call > Get On a Call > Discovery > Upsell If Applicable
- This obviously works if you have a webinar or conversion event you are running regularly.

This is super effective because it's a system you can repeat every day to ensure consistent sales 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>

# POST WEBINAR FOLLOW UP

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After you send out the webinar recording, you can follow up by calling or texting everyone who signed up with the following message:

*"Hey (name). This is (name) with (company). Thank you for registering for our free webinar (title). We sent out the recording and I want to make sure you received it. Can you reply and let me know? Thanks!"*

If they answer Yes:

*Amazing! We're offering a complimentary (diagnostic, assessment, strategy session etc) to anyone who registered. We normally charge \$X for this but we reward action-takers like you. Here is where you can grab your spot:*

If they answer no:

Confirm contact details. Send recording. Then invite.

This alone will increase your sales call bookings and applications.

For more sales training, check out [PersuadeToProfit.com](http://PersuadeToProfit.com)

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