

33 Ways To Keep In Touch With Your Clients



By Paul Castain

One of the most used and abused lines in sales is the old “Calling to check in” thing.

In your defense, you’re trying to stay in touch but;

By the same token you’re sounding like everyone else.

Let’s see if we can change that!

Please complete the exercises on the following pages and if you’d like to REALLY kick it up a notch, brainstorm these exercises with your sales team!

The Tool Shed Exercise

Part I

Picture a tool shed, with a bunch of empty shelves. Each shelf is labeled with various ways to approach your client. One shelf could be labeled “Phone”. Another shelf could be labeled “Email”. How about the other shelves? Come up with at least 11 shelves.

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

The Tool Shed Exercise

Part II The Drop Down Menu

For each shelf, picture a drop down menu with options within that category. For example, there are different types of emails, right? There emails where I share a resource with you. Emails where I ask you a specific question. There are emails where I offer an idea or perhaps introduce you to someone that could help you or buy from you. Create a drop down menu with at least 3 options for each of the shelves you've installed.

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and extend across the width of the page. There are no margins, text, or other markings on the paper.

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Hopefully you didn't skip to this page, if you did, hang your head and go back to the previous page.

Here are several ways for you to stay in touch!

Send A Recap Of Your Notes (Email and FedEx)

Send A LinkedIn Invite

Send A Handwritten Note

Send Additional Info

Do Something Creative

Invite Them For A Tour Of Your Facility

Have Them Meet Your Team

Send Along A Video Tour Of Your Facility

Send Along A Video Thank You

Invite Them To A Company/Industry Event

Call With A Question

Call With Additional Info

Send Along A Resource

Call With An Idea

Drop Something Off

Forward Something Helpful

Assign Homework That Needs To Be Completed By Both You and Your
And Your Client

Send Along A Case Study

Send Along A Sample, A Prototype A “Mock Up”

Email Them A Screenshot

Provide Them With A Fact That Underscores A Selling Point

Send Greeting Cards

Surprise Them With Something . . . Just Because

Final Step ...

Marry this list in with your list and then pick at least 5-7 of these ideas. Once you do that, list them in the order you will utilize them and how long you will wait between touches. Example: Touch # 1 Send Thank you card. Wait 24 hours, then send recap.

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There are approximately 20 lines visible. The paper has a slight shadow on the right side, suggesting it's resting on a surface.

Remember to brainstorm this with your sales team!

Congrats!

**You now have more options than you did
before and more ways to keep it interesting
for your clients!**

But Wait . . .

There's More . . .

We're going to be talking more about this during our [How To Competitor-Proof And Grow Your Book Of Business](#) webinar on December 15th at 11:30 am!

Here's what you'll gain by joining us;

- Understanding where you might be vulnerable with your existing clients and what you can do to remedy it!
- How to WOW your customers into telling your competitors "Thanks but no thanks!"
- How to avoid getting "pigeonholed" and how to fix it if you're already knee deep in that damn pigeonhole.
- How to create client visits that benefit both you and your client at a much higher level.
- How to up sell, cross sell and;
- Get MORE testimonials and WAY MORE referrals!.

IMPORTANT:

If you can't join us on the 15th, sign up anyway and I'll send you the replay by the close of business on the 15th. Watch it at your leisure!

To learn more, and to reserve your spot, please [Click HERE](#)