# 33 Ways To Keep In Touch With Your Clients

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33

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.

# 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 are emails where I share a resource with you …

Emails where I ask you a specific question …

And 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.

**(MORE SPACE ON PAGE 5)**

# The Tool Shed Exercise

## Part II

### The Drop-Down Menu

### (CONTINUED)

**EMAIL**

**EMAIL**

- Share a Resource
- Ask a Question
- Introduce Someone

# Stay Top Of Mind

So now you've found a few ways to vary your forms of outreach as well as the message.

In fact, if you've created 11 shelves – each with a drop down menu of 3 options – you now have the 33 ways I promised you.

Let's see if we can improve those numbers a bit!

Ask yourself this question …

*"In what ways can I stay top of mind between meetings?"*

Don't judge your answers – just let your pen move and think of as many ideas as you can.

**DO NOT SKIP TO THE NEXT PAGE!**

# Ways For You To Stay In Touch

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!

**Surprise Them** with Something … 'Just Because'

Send a **Resource**

Email and FedEx a **Recap of Your Notes**

Send a **Sample, a Prototype, a Mock Up**

Send a **LinkedIn Invite**

**Drop Something** Off

Send **Additional Info**

Send a **Handwritten Note**

Provide Them with a Fact that **Underscores a Selling Point**

Do **Something Creative**

Send **Greeting Cards**

Call with **an Idea**

Have Them **Meet Your Team**

Invite Them for **a Tour of Your Facility**

Send **a Video Tour** of Your Facility

**Assign Homework** that Needs to be Completed by Both You and Your Client

Call with a **Question**

Send a **Case Study**

**Invite Them** to a Company/Industry Event

Send a **Video 'Thank You'**

Call with **Additional Info**

Forward **Something Helpful**

Email Them a **Screenshot**

# Final Step

Marry the ideas on the preceding page with your list on page 6.

Then pick at least 5 to 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 a 'thank you' card. Wait 24 hours, then send recap.*

**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 …

# I CAN HELP YOU & YOUR TEAM

To learn about my one on one coaching programs, please click HERE.

For onsite Training and Sales Kick-Off Events, please click HERE.

Please email me and let me know how I can help you and your team by clicking HERE.

Me – Paul Castain!

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# 10 Ways I Rock with My Clients

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Paul Castain's SALES PLAYBOOK

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