



FASHION BRAIN ACADEMY

Sales Follow-Up

“68% of all sales are lost due to poor 'follow-up' methods.”

- Jay Conrad Levinson, author of *Guerrilla Marketing*

Some Questionable Statistics...

SALES STATISTICS

48% OF SALES PEOPLE NEVER FOLLOW UP WITH A PROSPECT
25% OF SALES PEOPLE MAKE A SECOND CONTACT AND STOP
12% OF SALES PEOPLE ONLY MAKE THREE CONTACTS AND STOP
ONLY 10% OF SALES PEOPLE MAKE MORE THAN THREE CONTACTS
2% OF SALES ARE MADE ON THE FIRST CONTACT
3% OF SALES ARE MADE ON THE SECOND CONTACT
5% OF SALES ARE MADE ON THE THIRD CONTACT
10% OF SALES ARE MADE ON THE FORTH CONTACT
80% OF SALES ARE MADE ON THE FIFTH TO TWELFTH CONTACT

While I don't know who could possibly confirm the above infographic statistics, I absolutely agree that most people give up WAY too early in the sales process.

Tips

- People need to see things a number of times before they are ready to buy.
- In my experience, buyers are WAY more likely to place an order the 3rd time you do a Trade Show, I can't explain it, I just believe it wholeheartedly.
- If a buyer says no to you, ask them if you should contact them again next season. It could be NO for now but MAYBE next time.
- If they say no, ask them why. Is it the price? Style? Delivery dates? Get the feedback!!
- If a buyer tells you NO, your product isn't a fit for their store, ask them to recommend another retailer that may be a fit. Buyers are very happy to do that.

No Pressing Reason BUT it's Buying Season

Follow-up Schedule if there's no pressing date of a Trade Show or visit to their City. This includes a local boutique or e-commerce store.

- Day 1: Mail the buyer a postcard
- Day 5: Email the buyer – intro email – attach line sheets (subject line #1)
- Day 8: Call them up
- Day 9 or 10 (depending what happens when you call): send another email - attach line sheets (subject line #2)
- Day 16: Send something else in the mail (a different postcard, a letter, line sheet, lookbook)
- Day 22: Call them up – make friends with the messenger
- Day 23: Depending what happens, email them, attach line sheets (subject line #3)
- Day 30: Call them and ask if you should keep trying for this season
- Monthly: (example Day 60 and Day 90) Stay in touch, send them an update, say hello, and show any recent press or happenings

You're Visiting Their City (in 14 -21 Days)

Follow-up Schedule if you're planning to visit their city and want an appointment.

- Day 1: Mail the buyer a postcard
- Day 4: Day 5: Email the buyer – intro email – attach line sheets (subject line #1)
- Day 5: Call them up and tell them when you're going to be in town
- Day 7: Mail them something different in the mail – a note with the date you'll be in town, perhaps
- Day 12: email them – be sure to say you're coming to town in subject line
- Day 13: Call them up
- Day 14: Email them to say you're in their town and want a 15 minute time slot
- Day 14: Call to ask them if you could come to their store, grab 15 minutes of their time, get feedback on your line

You can adjust the dates and follow-up format as you see fit. This is just a guideline and I encourage you to be as CREATIVE as you possibly can to get the buyer's attention.

You're Doing a Trade Show (in 8 - 10 days)

Follow-up Schedule if you have a Booth at a Show.

PLEASE NOTE: some buyers head to the location of the show a few days early for Market Week or showroom appointments so if you wait until the last minute, the buyer may already be gone and very busy.

- Day 1: Mail the buyer a postcard
- Day 3: Email the buyer – intro email + show info
- Day 4: Call them up and tell them where you'll be and a reason to attend
- Day 7: Email them and tell them a DIFFERENT reason to come *FOOD! TREATS! DANCING PUPPIES! FOOT MASSAGE!*
- Day 8: Call them up – use humor + a DIFFERENT reason to come
- Day 9: Email them with: "10 am croissants and coffee – Name of Show Booth # _____"
- Day 10: Email them: TODAY at Name of Show: White shirts and white truffles!

Example of Different Reasons to Open the Email

Email #1 = Introduction

Email #2 = Our 5 best sellers

Email #3 = Colors that will pop in your store

Email #4 = Incentive for ordering by date _____

Email #5 = Press received + an offer to buy

Email #6 = Humor (Warning: Crazy offer inside... or, Do I have to send a carrier pigeon?)

→ A specific "theme" for each email

→ Pictures, not too much copy