



Competencies that are addressed:

PRIMARY COMPETENCY CATEGORIES:

• **Customer Experience—**
Creates an environment with customers to maintain a positive long-term relationship. Leverages positive experiences to create customer loyalty and a desire for them to be a champion for our organization.

• **Communication—**
Advances the abilities of individuals and the organizations through active listening supported with meaningful oral and written presentation of information.

RELATED COMPETENCY CATEGORIES:

• **Creative Thinking—**
Innovative. Incorporates existing ideas and new ideas in a unique approach to resolve issues and capitalize on opportunities.

• **Interpersonal Skills—**
Displays a consistent ability to build solid relationships of trust and respect inside and outside of the organization.

• **Customer Acquisition—**
Identifies and converts prospects who should be doing business with us into customers who are champions for our organization.

Customer Follow Through

SUMMARY

In today's highly competitive sales environments, organizations are realizing the importance of following through systematically with every existing and potential customer. Your current customers expect some form of a thank-you, follow-through communication, or other acknowledgement. Your prospective customers often visit several competitors and wait to see who follows through with them before making a buying decision. They want to know who cares enough about their business to submit a proposal, to stay in touch, to give a reminder, or to pass on additional information.

CONTEXT

Making an initial contact or an initial sale does not guarantee a long-term relationship that is valuable for all involved. Customers are busy professionals who value exceptional service that helps them succeed. Your follow through can be the difference between having a one-time buyer or having a long-term champion for your organization.

In this module, you develop a through and systematic way to follow through with customers. You choose from a range of possible follow-through activities that will be effective in maintaining customer contact. You take a creative, yet organized approach to meeting your customer's follow-through expectations.

At the completion of this module, participants will be able to:

- Recognize customer follow-through expectations
- Discover a systematic process for professional follow-through
- Create opportunities for follow-through actions

"When you get right down to the root meaning of the word "succeed," you find that it simply means to follow through."

—F.W. Nichol