

What to do when your prospect just won't get back to you!

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By Dr. Jeffrey Lant

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Does this look familiar?

Your prospect contacts you and asks for information about Wonder Widget. You email the information along with complete order details. Response? Not a word.

Next day, undaunted, you hit the resend key so that your prospect receives the information again. Response? Still nothing.

Next day, ditto. Response? Zip.

What's going on here?

Welcome, folks, to the way marketing works in the early days of the much storied New Millennium. People are underfunded and over saturated with marketing; they're slow to respond even to things they like and have asked for more information about.

Thus, you've got to be more determined, more tenacious, and focused on your objective --- **MAKING THE SALE JUST AS SOON AS POSSIBLE.**

The Worldprofit Sales Manager is an absolutely vital tool for helping you achieve the objective.

The Sales Manager enables you to send out in any given 90 day period up to 25 personalized messages automatically.

Thus, the minute a prospect says, "Says me information on Wonder Widget," in addition to a personal note with the necessary details and

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order form (or directions to your website), you can also subscribe the prospect to your Sales Manager, where he'll receive, day after day, just as many messages as you've added to the system.

Okay, now say that you've sent your non-responding prospect one, two or three personal messages of the kind which opened this article and that you've had no response whatsoever. What then? For these all-too-frequent cases, create one zinger of a message that goes like this:

I'm puzzled.

You asked me for information about Wonder Widget. I've been sending you this information over and over again and have tried repeatedly to connect with you. But I haven't heard a word back from you. Maybe you're out of town! Maybe funds are low right now!

WHY DON'T YOU LET ME KNOW!

Here's my phone number. (Add phone number here)

Here's my email address. (Add email address here.)

Here's my website address. (Add URL here.)

PLEASE CONTACT ME AND LET ME KNOW WHAT YOU WANT TO DO!

Also, please take a minute and complete this short questionnaire and let me know what else you are interested in. Just fill it out, cut and paste and mailto:(your email address here.)
I'm standing by right now to hear from you and to help you!

Name

Company Name

Street Address

City

State/Province

ZIP/Postal Code

Day Telephone ()

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Evening Telephone ()

What you are interested in (please check all that apply)

(Add list here, subjects like

"I want my own home-based business.")

Budget you are working with:

// Under \$250 // Under \$500 // Under \$1000 // Under \$2000

When you want to get started

// Now // Next 30 Days // Next 60 Days

Any helpful information you can provide which will enable me to help you:

Once you've completed your questionnaire (and, remember, the objective of the questionnaire is to get you the information you need to build a relationship with this prospect and make the fastest possible sale), enter this message into your Sales Manager. Send it every 3 days for 75 days.

By continually hitting your prospect this way you increase the likelihood that you WILL get a response. If the prospect wants to stop the messages that's easy to do. Equally, once she's ready to respond, all she has to do is either follow your instructions on how you can be contacted OR just HIT REPLY to snag your attention.

In an age when people have way too little time and money to take advantage of all the offers that assail them daily, you've got to be smarter, more determined, and more tenacious than everybody else.

Dr. Jeffrey Lant is Co-Founder and CEO of Worldprofit, Inc. at <http://www.worldprofit.com> For FREE subscriptions to Dr. Lant's & Worldprofit online business newsletters, go to <http://www.worldprofit.com/ezines> For Dr. Lant's Sure-Fire Business Success Catalog, visit <http://www.jeffreylant.com>

You cannot make money online without unrelenting follow-up

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If there's one thing I've learned in over 25 years in business, it's the importance of prospect follow-up. Without a program of systematic follow-up, you're significantly reducing your profit and may very well be threatening the overall success of your business. Follow-up is absolutely essential for business success.

But are you prepared to follow-up each and every prospect lead to ensure maximum success? I'll bet you aren't!

For years, I've been doing an informal study of business people's follow-up; what I've discovered confirms my opinion that the vast majority of online business people are not following up, thereby leaving money on the table every single day. It's easy to see why follow up "slips through the cracks."

Say you get a prospect today. Hopefully you email him the information he's requested. But without a systematic follow-up program in place, will you follow-up tomorrow when 1) you've got new prospects to contact and 2) you've got fires to put out all day long? Most likely essential follow up is abandoned. You're never going to be on top of your follow up either, because new prospects are constantly arriving. While all prospects need your attention, you're naturally going to focus on the newest people. Unfortunately for you, one major reason why people buy is because of follow up... and follow up is precisely what you're unable to do!

Does this all sound sadly familiar? It should! It's the way all too many business people do "business", online and off.

Thankfully, with a Worldprofit Sales Manager you can finally give your prospects and customers the kind of follow up they expect and which is crucial to your business success.

With your own Sales Manager you can create UNLIMITED lists, entering up to 25 follow up letters per list.

Now you can have a list for each product and service you

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sell and up to 25 follow-up messages for each list.

You can send these messages out back to back over 25 days or space them so that they go out over a 90 day period. It's your choice.

The system personalizes each letter with your prospect's name.

You can either enter your prospect onto the appropriate Sales Manager list yourself or have the prospect subscribe. Either way, your prospect will get an IMMEDIATE response... and then up to 24 additional messages in up to 90 days.

When the prospect is ready to respond, all she has to do is HIT REPLY. You'll automatically be notified, and you can immediately follow up.

If the prospect wants to remove herself from any given list, she can do so automatically, without ever involving you.

Now, instead of losing business because you just don't have the time to follow up each prospect systematically -- although you know you should -- you'll use your Worldprofit Sales Manager to stay in touch with each and every prospect for whatever you're selling. Your follow up will be a marvel, and your sales WILL increase!

Dr. Jeffrey Lant is Co-Founder of Worldprofit at <http://www.worldprofit.com> For a FREE subscription to Worldprofit's online business development newsletters, go to <http://www.worldprofit.com/ezines> For web design assistance, go to <http://www.worldprofit.com>

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