⑤ Follow Up

Following up on a quotation or sales proposal is one of the most effective and overlooked steps in the sales process – especially in the trades. Many good quotes go cold simply because no one followed up.

- Increases Your Conversion Rates
  - Many customers wont act until you give them a nudge
  - A simple follow- up often turns a “maybe” into a “yes”
- Demonstrates Professionalism and Reliability
  - Following up shows your organised, committed and serious
  - Reinforces the impression that you’ll be just as reliable during the job
- Keep Yourself and Your Business Top of Mind
  - People get distracted – even when they do want to proceed
  - A polite follow-up call, email or text brings you back in focus

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⑤ Follow Up (continued)

- Helps You Understand the Customers Thinking
  - You may discover they're just waiting on permits, finance or comparing scope etc
  - You get a chance to uncover and handle any objections (price, timing confusion)

- Gives You Valuable Feedback
  - Even if you don't win the job you can learn why – was it timing, price, scope?
  - Helps you improve future quotes and proposals

- Reduces Ghosting and Uncertainty
  - Instead of sitting around wondering if the job is going ahead, you get clarity
  - You can move on, book other work, or adjust the quote if needed

- Gives You a Competitive Edge
  - Most tradies don't follow up – so doing it makes you stand out

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⑤ Follow Up (continued)

- Encourages Referrals and Trust
  - People refer businesses that are easy to deal with
  - A follow-up can leave a lasting impression, even if the client doesn't proceed with you this time

- It's Quick and Easy
  - A short phone call, email or text takes minutes
  - You've already done the hard yards (the site visit and quote/proposal) – why wouldn't you follow it up and ensure you have every opportunity of the easiest win.

Just because the industry currently operates in a particular way doesn't mean you don't have the opportunity to be different, stand out and be more successful.

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