

13.1: Introduction

Follow-Up: The Power of Providing Service That Sells

Video Ride-Along with Rachel Gordon, Account Manager at WMGK Radio

You met Rachel Gordon in Chapter 6 when she shared her tips for finding the decision maker. Now she talks about the importance of follow-up and provides some valuable tips about how she follows up with prospects and customers.

Ride along with Rachel and hear about the importance of handwritten thank-you notes and other elements that are important to making the sale again and again.

(click to see video)

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