

Climbing the Follow-Up Hill

Far too often, we see agencies build a solid connection for a productive first meeting, and then... nothing. Here's some pointers on making sure you don't get ghosted on the way to meeting number 2.

01

Remind them why they took the first meeting with you



The prospects you are pursuing are busy people. If they took even 30 minutes of their time to meet with you, they have a need or they saw some sort of value in talking to you. Your primary goal in that first meeting should be to determine why they decided to take the meeting. Maybe they are struggling to find a partner who understands their business. Perhaps their current agency is underperforming. Or maybe they are interested in implementing a strategy that aligns with your specific strengths. In any case, your follow-up should help to re-establish their motivation for speaking to you in the first place.

02

Provide insight on something discussed in the first meeting



Your introductory meetings should always serve as a way to learn about the prospect and his/her business. After that first meeting, you should have some sense of the prospect's pain-points and you should have some understanding of their past strategies. As you prepare to follow-up with the prospect, find ways to offer valuable perspective around something you learned in that first meeting. Find a 3rd party news item or blog post relevant to your initial discussion. Show the prospect that you understand what they told you and demonstrate your resourcefulness.

03

Share your experience solving problems like theirs



Your follow-up should include examples of work you've done for clients in the same (or similar) industry as the prospect's. This helps to alleviate any potential concerns the prospect may have about your ability to understand his/her business. When possible, the work examples should demonstrate ways in which you've solved similar challenges the prospect is facing. Your goal is to establish credibility, provide value, and show the prospect that you are eager to help achieve his/her goals.

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