

The Art of the Follow-Up

How to Turn Referrals into Business

Why Follow-Ups **Matter**

- Referrals are opportunities, not guarantees.
- 80% of sales require at least 5 follow-ups.
- Poor follow-up = missed business potential.



The Follow-Up Mindset

- Treat referrals with the same urgency as direct leads.
- The goal is to build relationships, not just close deals.
- Follow-up is about adding value, not pestering.



When to Follow Up



- Immediately – Acknowledge the referral (same day).
- Within 24-48 hours – Reach out to the prospect.
- After the conversation – Send a thank-you and next steps.
- Ongoing – Stay in touch if there is no immediate sale.

How to Follow Up Effectively

- **Personalized Message:** Reference the referrer and their trust.
- **Multiple Touchpoints:** Email, call, LinkedIn message.
- **Offer Value:** Share a relevant tip, resource, or insight.
- **Set Clear Next Steps:** Avoid vague follow-ups.



Sample Follow-Up Message

Subject: **Ramesh Fernando** Recommended We Connect

Hi **Akila**,

Ramesh Fernando spoke highly of you and thought we could benefit from a conversation.

I'd love to learn more about maintenance operations at your company and see if I can help. Do you have 15 minutes this week to chat?

Looking forward to connecting!

Asitha



Avoid These Follow-Up Mistakes

- Waiting too long to follow up.
- Sending generic, copy-paste messages.
- Being too pushy without providing value.
- Failing to confirm next steps or follow-through.



Leveraging BNI for Better Follow-Ups

- Always thank the member who referred you.
- Keep them updated on progress.
- If the referral doesn't work out, explain why (professionally).
- Provide feedback to improve referral quality.



Key Takeaways

- Follow-ups turn referrals into relationships.
- Be timely, personal, and value-driven.
- Use multiple touchpoints and clear next steps.
- Always acknowledge and respect the referral process.



**Helping others grow is the
best way to grow yourself.**

Happy Networking!