



WHAT TO DO AFTER TOMA ENDS

HOW DO I CONTINUE TO APPROACH PROSPECTS
THAT COMPLETED TOMA BUT DIDN'T RESPOND?

- **Touch Them Again:** Send out a monthly email newsletter, a blast by text message, or hit your social media accounts with an engaging update. *Use Covideo and/or Screencast to show your higher level of professionalism!*
 - **Resend Competitive Advantages:** Restate what sets you apart, how you communicate with clients, and/or highlight your success with another big account.
 - **Get Personal:** Text them a request for a phone quick call or drive-by their office for some personal face-to-face time. After every meeting, ask "What other companies do you know that could use my services?"
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LEARN TO IMPLEMENT THESE IDEAS!
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