

THE FOLLOW-UP VIDEO SCRIPT

5 steps to follow up after 'let me think about it'.

The most important part of a sale often happens after the call. Book the next conversation before you hang up, and send a short, personal video that answers the questions they will have. Loom has a free plan with limits, and any screen recorder works.

THE 5 STEPS

1. End the call on a high note, and book a follow up within twenty four hours.
2. Before you hang up, say you will send a quick two minute video about the offer.
3. Record it that day. Show what is included and what they can expect, in plain words.
4. Say their name and one thing they told you, so it feels made for them.
5. End with what happens next, and the time you already booked to talk.

WHAT TO SAY BEFORE THE CALL ENDS

SAY THIS

"What I'm going to do is send you a quick two minute video walking you through [OFFER], what it includes, and what you can expect."

"Then let's pick a time to talk it over. Does [DAY] at [TIME] work?"

THE 2-MINUTE VIDEO OUTLINE

OUTLINE

- 0:00 Say their name and one thing they told you on the call.
- 0:20 What is included, in plain words.
- 0:50 What the first few weeks look like (only what is true).
- 1:20 The price and the options.
- 1:45 The next step, and the time you already booked.

FOLLOW-UP TRACKER

Name	Call date	Video sent	Next call booked
		☐	☐
		☐	☐
		☐	☐
		☐	☐
		☐	☐
		☐	☐
		☐	☐

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