



TriMetrix®HD Follow-Up and Follow-Through

Follow-Up and Follow-Through

A need to be thorough

Why is this behavior important?

Even a great idea is just an idea until you take the steps to make it a reality. Follow-up and follow-through increase your effectiveness, demonstrating your reliability and commitment to excellence. They are the next steps required to achieve goals.

Follow-up and follow-through build trust in relationships, and in the business world, this translates to repeat business. Your long-term success depends on it! Others are reassured that they made a good decision to associate with you.

What are the skills associated with Follow-Up and Follow-Through?

Someone who has mastered skills associated with Follow-Up and Follow-Through:

- Consistently and reliably communicates, reinforcing an intentional message.
- Uses written communication skills to manage relationships.
- Recognizes the importance of good customer service to building productive relationships with co-workers and clients.
- Manages conflict when necessary to maintain relationships.
- Practices long-term planning to establish logic-driven systems that achieve desired results.
- Is goal-oriented.
- Establishes personal effectiveness by organizing work habits.
- Demonstrates personal accountability for meeting goals by using self-management to maintain focus on next steps.
- Takes initiative to be flexible when appropriate, adapting actions to respond to changing circumstances.
- Completes plans by evaluating the results.

In all endeavors:

- Have a vision for your commitments. Use visual reminders in your work area to boost your motivation.
- Provide encouragement and motivation to others. You'll uplift yourself in the process.
- Follow prevailing standard operating procedures (if established) until you can improve on them. Model your actions on someone successful.
- Plan your processes ahead of time. Create checklists so you don't have to rely on memory to assure each step is completed.
- Schedule next steps using specific dates and times. Use business tools such as mobile devices or computer calendars to set automatic reminders at the time you schedule.
- Respect other people's time and wishes by asking what works for them and being on time.
- Plan to take actions every day that can move you toward your commitments.
- Schedule periodic evaluations of your effectiveness. Identify what actions were missing that could have improved outcomes and add them to your checklists.
- Offer resources of value to others based on their needs, working towards a win-win situation.

In sales or new business development:

- Embed your campaign with value. This is helpful for building new relationships, maintaining current ones and expanding current engagements into larger accounts.
- Build a favorable "personal brand recognition" with your customers by using frequent, brief emails, tweets or phone calls to provide communications the customer is genuinely interested in.
- Educate people to aid their decision-making process and motivate them to action. Help prospects move towards making a decision without pressure or hype.
- Personalize your efforts. Plan ahead to provide something of value from the other person's point of view.
- Be persistent, but don't continually pester people who have told you no. Have a valid business reason (such as new information) for asking them to reconsider.
- Ask permission to follow-up with them at a later date when they may have further needs. Set a reminder to do so.

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Activities

Activity 1: Boost your Motivation

Schedule a session to create a customized motivation system for yourself.

- List all of the goals that you are truly committed to achieving.
- For each goal, write the reward that you will personally gain by achieving that goal. Be sure that it has a powerful appeal for you.
- Choose a symbol or other visual representation of the reward you will gain for each goal. Make this representation as colorful and realistic as possible. For example, if it's a financial goal, make a mock check made out to yourself in the amount that motivates you. If it's a prize, get a picture of the prize. If it's time off, use a picture of the people or places that you'd like to spend your time off with.
- Put a brief printed explanation of the requirements for getting the reward on the symbol or picture. For example, for a reward trip to Hawaii, put a note at the bottom of the picture that says, "\$20,000 in sales by Dec. 31st."

Position these reward symbols where you will see them everyday — at your desk, in your car or on the spot where you set your car keys at night. Be creative!

Activity 2:

Create a central location for your goals and commitments. Use it as a repository of ideas that can support your efforts.

- A notebook
- Your computer
- An email account
- A mobile device

As helpful ideas occur to you, put them in writing. When you hear a successful person suggest a best practice that you could use, jot it down. If you read an informative article with useful ideas, copy and send it to yourself. Use your regularly scheduled organizational time to transfer those ideas to a to-do list system for each commitment.

Anticipate the regular follow-up and follow-through activities that are required for your business. Automate the process as much as possible.

- Create a step-by-step list of follow-up activities.
- Plan a logical timeline.
- Use this as a checklist to schedule follow-up actions for each goal or client you plan to follow-through with.
- Identify written communications that can be replicated, re-using them as a template each time you reach that same step in the process. Modify them as needed to personalize them to the client. This saves time and lends consistency to your actions.
- Schedule automated reminders to ensure you initiate regular follow-up activities on schedule.

