

Subject: Very Interesting statistics

These are useful statistics –

48% never follow up after the first contact

28% follow up once

12% follow up three times and that's it

And in fact only **1%** follow up more than 5 times.

But translated into sales:

2% of sales/sign ups come from the **1st contact** -

they send them to the www.nsoverview.com website - then follow up

3% from the **2nd contact** –

get them to listen to the recorded call - 001-480-289-7000 -

then follow up

5% from the **3rd contact** –

3 way call to answer their questions –

then follow up

10% from the **4th contact** - do a demo –

then follow up

and 80% are from the 5th - 12th contact!!

So the message is ALWAYS FOLLOW UP!