

October 2005

Pass It On: Maintain Relationships

Smart sellers don't seal the deal and walk away. David Newman, managing partner of Unconsulting, a sales consultancy in Bryn Mawr, Pennsylvania, suggests the following to keep the client-seller relationship alive post-deal:

Keep 'Em Coming

Don't send an obligatory thank-you note once — correspond quarterly, if not monthly, or even every other week.

Make Correspondence...

Random. That way your client doesn't recognize a pattern of contact, but instead believes you're simply thinking of him and reaching out.

Be Useful

Don't send a brochure about your company's offerings. That's too transparent. Instead, send a ticket to a local time-management seminar or area sales training class — something that helps your client, not you.