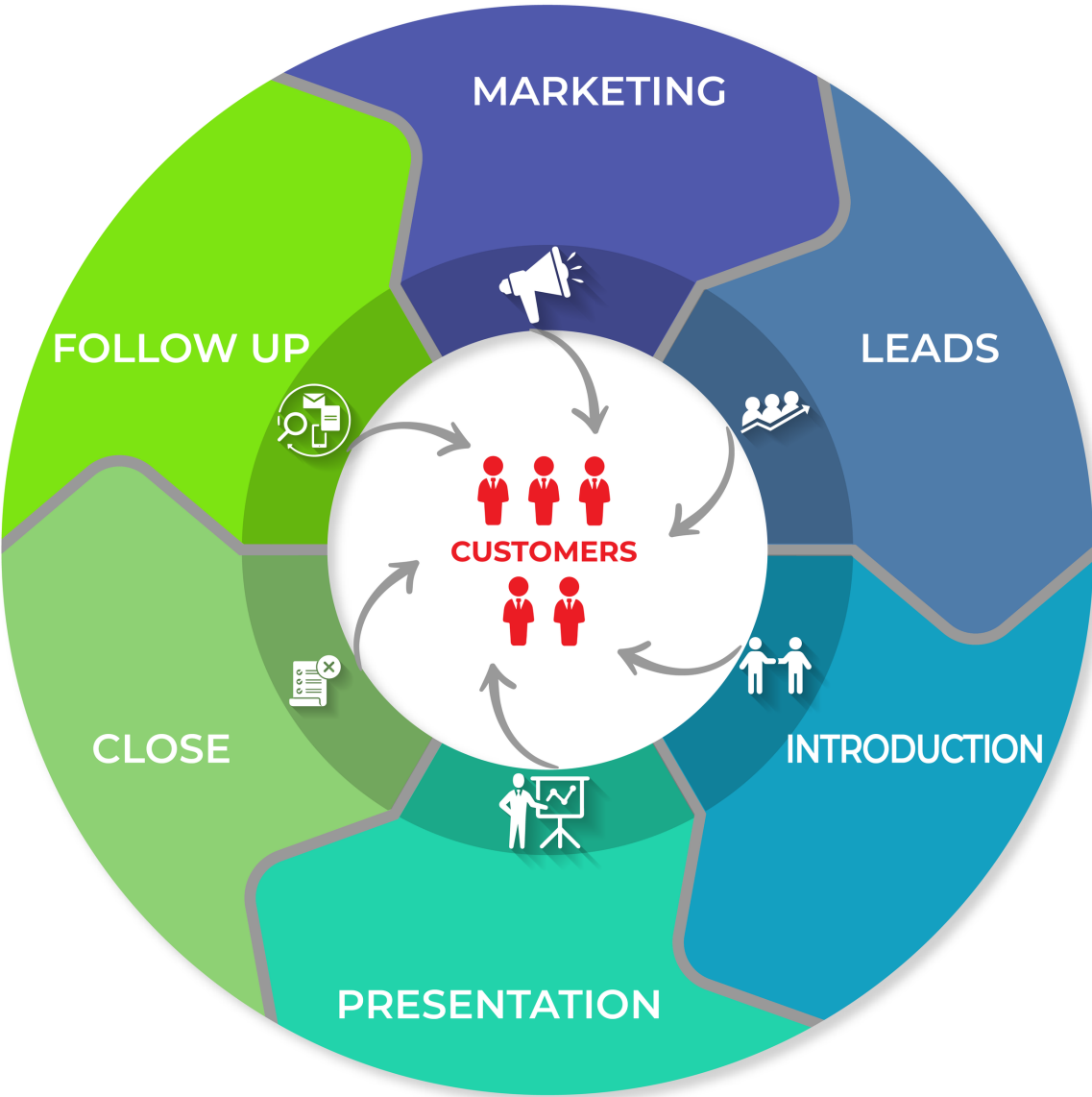


# FOLLOW UP THE SECRET SAUCE



# The 4 Levels of the Human Mind

The 4 Levels of the Human Mind are Closed, Open, Confident and Belief.  
Following up is a great way of closing more sales.

How will I use the 4 levels and follow up?

Closed

Open

Confident

Belief



# Follow Up

## We are in control

Why are we in control? Because we now know the customer more now than when we were introduced.

We now should know things like their hot spots, hurt or needs.

List 5 things we may know now in our follow-up that we didn't know before, and what can we do with that knowledge?

1:

2:

3:

4:

5:



# Follow Up

## We are in control

The perfect follow-up is for us to create a reason for the follow-up as we finish our presentation. For example, we get them some more information, and we do some research, we check on stock, whatever the reason is for our next call. Say something like, "I'll get you some more information. Is that all right? And I will phone you back in a few days, is that OK"? Most people will say "yes" to both of those questions.

List 5 reasons and how we can use that, what seeds can we sow?

1:

2:

3:

4:

5:



# Follow Up

## We are *in control*

We never get a second chance at another first impression. Yes, we do!

It's called follow-up!

**A follow up gives us a chance to do our i\_\_\_\_\_ again.**

**A follow up is not a c\_\_\_\_\_.**

Remember that what we're doing is building our k\_\_\_\_, l\_\_\_\_, and t\_\_\_\_ as we build up the Four Levels of the Human Mind.

**A great follow up system means we are not b\_\_\_\_\_ clients.**

**What are some of your best follow-up lines?**

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**SYSTEM 1357®**  
*Work Smarter - Not Harder*

This image shows a single sheet of white paper with horizontal blue lines, resembling notebook paper. The lines are evenly spaced and run across the width of the page. There is no handwriting or other markings on the paper.