



Inside Sales Newsletter



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Articles Specifically Developed for HVAC, Refrigeration and Mechanical Inside and Outside Sales Managers.

Using the tools at hand to perform successful HVAC follow-up calls

By Tracy Rumsey (Staff)

In past articles I have discussed how to perform follow up HVAC emails, but today I will touch base on how to have successful HVAC follow up calls. Schedule your follow up calls after you've sent the follow up email or fax.

Here are a few tips for getting the most out of your Mechanical follow-up calls:

- **Timing of the first follow-up call**-When is the best time to make the first follow up call? In general, it is a good idea to give the clients at least two business days to go over the information before doing a follow up call. Not everyone reads their emails or checks their faxes right away, so be sure to give them ample time to review.
- **Accommodate your client's schedule**- Some Refrigeration clients have unique schedules and are able to accommodate meetings or calls on some days and not others. Always inquire on the best days for follow-up.
- **Follow up attempts** - As in anything to do with business, there are business etiquette with follow up calls. How often should we try to reach Industrial clients for follow-up and when is too much? My rule of thumb is to try to reach the prospect for follow-up 2 business days after the first contact and then inquire on better times to call or try again in 1 week, then 3 weeks out. The attempts can be a combination of phone and email



attempts. After I have reached out to an HVAC contact with 5 separate attempts, I retire the contact as exhausted. Calling daily is the quick way to agitate your potential Mechanical clients and make them less than eager to work with you.

Follow -up calls are a great way to build rapport with contacts. Maybe they are not ready to do business with your HVAC company today but continual touches after your initial call will give clients confidence you know your business and would be a good company to work with.

Do you need help with your marketing program? Let us help! We provide marketing programs for lead generation, warm calling, cold calling and appointment setting services. Our programs allow us to nurture your leads and create a bigger sales pipeline for you.

Give us a call to get started (888) 443-5247

About Us

We have worked in the HVAC industry since 2005 and have helped heating and air businesses across the country by providing **new sales leads** and **qualified appointments**. Our services include cold calling, telemarketing, lead generation, appointment setting, and lead qualification. Please do not hesitate to [contact us](#) if we can be of service.



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