Solution

# 30. Email Follow Up – Customer Care

*Below is an example answer. Your solution may differ from the one provided – that’s okay! The goal is to think about how to put these sales tips into practice.*

c. John should end the email with “PS – Who else do you now that is in the market for a home right now (friend, family member, co-worker)? Let me know who and I promise to contact them and take excellent care of them. Thank you!”

John should send an email thanking the client for their business and reassuring them that he is there to support them. This will make the clients feel special and cared for.

John should end the email with “who else do you now that is in the market for a home right now (friend, family member, co-worker)?” to try and get a referral from the customer. If they are happy with John’s service, the client will start thinking about friends and family who might be interested. If they do know someone, John gets a free referral just by asking, and the referrer feels good because they want the referred person to have the same good experience they had.

John can add this sentence about referrals to his email signature, and that way every email he sends out has the potential to attract new clients.