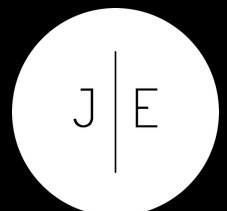




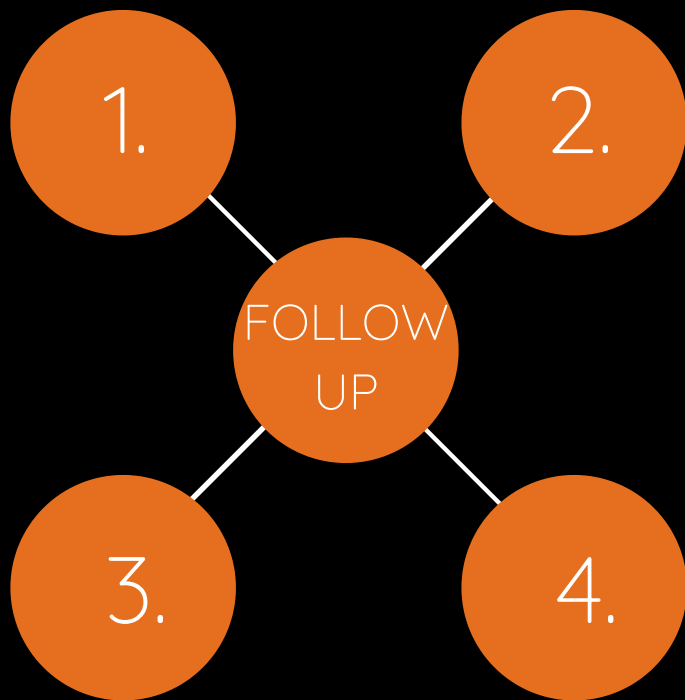
# THE KEY ACCOUNT HACK FOLLOW UP

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IRREPLACEABLE ADVISORY GROUP



# Highly engaging follow up that benefits the customer you serve needs to be:



1. INTENTIONAL - Specific and mutually agreed
2. VALUABLE - Something that can benefit your client today
3. FUTURE FOCUSED - It helps to extend the conversation to a view of wider partnership
4. COLLABORATIVE - There is committed action for both parties to succeed

There it is. The raw ingredients for the most powerful follow-up conversations you'll have.

Go ahead and give this process a go. Choose a client you need to connect and follow up with, then follow this process. It will change your approach, perspective and outcomes.

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