

You have just finished a successful and promising meeting with a potential new client. You're feeling pretty good! What are you doing for the next 24hrs? Maybe you send a little "thank you" note...That should be enough to "seal the deal"! then you move on to other tasks... Take a break for the rest of the day? Why not? YOU deserve it... right? Well, I guess it all depends on how well you did during that meeting...

But what if your prospect is a very busy person? Perhaps 3 or more vendors visit that day, add a few fires to put out during dayit doesn't take long before you become just another "task" that can be put off.

After your next sales meeting or appointment...do not risk losing opportunity with a simple thank you note! Within 24hrs follow up with a CC...no I am not referring to Canadian Club Whisky ...however that is been known be a powerful aid with some accounts I know! The CC I am referring is an email or letter that *Clarifies* the shared understanding and *Confirms* the next steps.

- Do not use this letter to mention what you are selling...but if you must do it towards the end.
- The tone should be informal and littered with phrases such as You Said, We Discussed, and You Explained
- Keep it Short No longer than 2 Pages
- Respond quickly after your meeting! The Value of CC letters degrades Rapidly over time. If you meet in the morning try to send the CC letter by the end of the same day. If you wait longer than the next day, you've lost a good 40% of value.

To Recap the benefits; Clarify and Confirm Letters will

- Demonstrate Responsiveness
- Continue the collaborative process
- Help avoid misunderstandings
- Serve as a reference for you and the other party

Finally if all else fails. Head directly to the LCBO and Pick up the Other CC!