

20 Value-Add Reasons to Call Your Customers Now



- 1. HOW ARE YOU?** Don't even mention the potential deal, call to inquire about their health, their family, their team and how they are coping.
- 2. NEW CONTENT.** My team put together a buying guide, XYZ resource, ABC blog and I thought it could add value to your situation right now.
- 3. CONTENT SHARE.** I saw this blog, etc., and thought of you. I'm eager to hear what you think of ABC...
- 4. SHARE A STORY.** I was talking to XYZ customer who had a very similar situation to yours and I think you could benefit from hearing what they shared with me.
- 5. DO AN INTRODUCTION.** I was talking to Mr. X and it dawned on me that you two should know each other for Y reason. Is it OK if I do an introduction?
- 6. PRODUCT UPDATE.** We've been talking about your situation, and I've been assessing our XYZ solution as a fit. Well, we've recently added 123 to the service (or we're investigating an addition of 123) and I'd love to share more AND hear your feedback...
- 7. CASE STUDY.** Since we've been talking about ABC, I wanted to share a story of a customer in a similar situation. I'm eager to hear how close of a match their situation is to yours...
- 8. ATTEND WITH ME?** My team and I are attending XYZ event / virtual webinar. I thought it could also benefit you and your team right now.
- 9. RESOURCE.** I found some great insights from ABC third-party blog/resource (not your content) and I thought it could also add some value to your team. I've reached out to the author to schedule a follow-up Q&A
- 10. EXPERTISE NEEDED.** My team is creating a resource / webinar / blog and I'd love to highlight you to talk about 123 in our blog, webinar, etc.
- 11. THOUGHT OF YOU TODAY.** I saw / heard ABC today and I instantly thought of you. You'll flip when I tell you the situation!

12. SPECIAL OFFER. I know we've been talking about the 123 solution, and I've heard word that marketing will soon be offering ABC offer (discount, add-on, terms). I wanted to be sure you heard about it first in case that can help un-stick some things internally.

13. QUESTION SHARE. I was talking with another customer today and they asked me a brilliant question. I'd like to share that with you in case it can add value to your search (whether that lands on me or not!)

14. MILESTONE. Today we hit our 1000th customer served / designation as ABC / 200 hours of XYZ. I'd love to tell you more about it.

15. JOB. I have a customer searching for a leader like you and I'd like to confidentially tell you more and see if you're interested in an intro.

16. TALENT. I have a line on an amazing XYZ employee who is searching. I thought of you...

17. TECHNOLOGY. I know we've been talking about ABC. It's a little off track, but I've been using 123 lately and I think you and your team would love it!

18. NEW BUSINESS LEAD. Hey, I know you have your own sales team, but I have a potential prospect / lead for you that I think would really love what you have to offer.

19. STATISTIC. Less than a whole blog, email a stat regarding their industry, their business, or a recent trend. I saw this today, isn't it amazing? I'd love to get your thoughts for 5 min..

20. QUICK QUESTION. If you can't get a bite on a call, try throwing out a 1-2 line email with a short question. Don't pitch, just ask. If they can reply in 30 seconds or less, your chance to re-engage is triple.

100% of these reasons are NON-SALES and CUSTOMER-FOCUSED in nature. Nobody will return a call or re-engage just to be sold to. So how does it work? The law of reciprocity. When you're adding value without asking for something in return, you're not only top of mind or top of box, they feel compelled to finally get back to you with what they know they owe you (an answer, an update, etc.)