

Level 3, Module 6 – Follow-Up: Staying Connected Until They’re Ready

Purpose / Objective

Learn how to follow up effectively after presentations, meetings, or objections — keeping buyers engaged, informed, and confident to move forward, without sounding pushy or repetitive.

Intro / Hook

“Most buyers don’t decide right away.

The real secret to consistent sales is consistent follow-up.

It’s not about chasing — it’s about staying remembered.

In this module, you’ll learn how to follow up naturally, add value in every message, and use AI tools to make it easier.”

Insight 1 – Why Follow-Up Matters

- Around 80% of sales happen **after at least five follow-ups**, but most sellers stop after 1–2.
- Follow-up shows:
 - **Consistency** (“I’m serious about helping you.”)
 - **Professionalism** (“You can rely on me.”)
 - **Care** (“I remembered what you said.”)

Your goal in follow-up is not to pressure.

Your goal is to **stay present** in the buyer’s mind so that when they’re ready, they already trust you.

 *Most sellers disappear. The one who stays helpful usually wins.*

Insight 2 – The Four Types of Follow-Up

Follow-ups are not all the same. Use different styles based on where the buyer is in their journey.

Follow-Up Type	When to Use	Your Goal	Example Style / Tone
1. Immediate Follow-Up	Within 24 hours after a call, presentation, or site visit	Confirm the connection and keep energy warm	“Thank you again for meeting today. Here’s a quick summary of what we discussed...”
2. Nurture Follow-Up	3–7 days later	Add value, answer questions, send clarity	“Just sharing an updated infographic and answers to your questions about the payment terms.”
3. Promo-Based Follow-Up	When there’s a new offer, price change, deadline	Give a timely reason to re-engage	“Promo for corner units was extended through Friday — would you like me to check which ones are still open?”
4. Relationship Follow-Up	Monthly or quarterly	Maintain warmth even if they’re not ready yet	“Hi! Just wanted to send you a quick update on the project progress — thought you’d like to see it.”

 Every type builds familiarity and keeps the conversation alive without sounding like “Are you buying yet?”

Insight 3 – Crafting Effective Follow-Up Messages

Every good follow-up message should be **short, warm, and purposeful**.

The basic structure is:

- 1. Greeting / Personal touch**
- 2. Reminder of context** (why you’re reaching out)
- 3. Light call to action** (not pressure, just next step)

Example (promo follow-up):

“Hi [Name], just wanted to share that the promo for [Project Name] is extended this week. You mentioned you liked the corner units — would you like me to check availability?”

Example (nurture follow-up):

“Hi [Name], thanks again for our call yesterday. I made a simple summary of the two payment options we discussed — want me to send it here?”

Other formats work too:

- a short voice note
- a thank-you video clip
- a photo of the actual view from the unit

👉 Avoid empty “Just following up po” messages.

Always add value. Always sound human.

Insight 4 – Using AI for Smarter Follow-Ups

You can use AI tools like ChatGPT to help you create natural follow-up messages fast.

You only need to give AI three things:

1. Who the buyer is
2. What just happened last
3. What you want to happen next

Then you ask AI to draft a short message in warm, professional tone.

Example prompt to AI:

“Help me write a friendly follow-up for [Name]. We toured [Project] today and they liked the high-floor unit. I want to thank them and ask if they want availability and pricing for that unit. Keep it under 80 words.”

This saves time, keeps tone consistent, and helps you sound confident even when you’re tired or busy.

We’ve included a full **AI Follow-Up Prompt Guide** below with ready-to-use prompts for the most common situations.

Insight 5 – The System: Tracking and Consistency

Follow-up is not random — it’s a system.

Here’s what to track for each serious lead:

- **Status:** Hot / Warm / Cold
 - Hot = wants to move soon
 - Warm = interested but not urgent
 - Cold = long-term / “maybe next year”

- **Last touchpoint:** When you last talked
- **Next action:** What kind of follow-up they need next (immediate, nurture, promo, or relationship)
- **Reminder date:** When you'll contact them again

You can do this with:

- a basic spreadsheet
- simple notes in Messenger
- labels/stars in your inbox
- or a running “Lead Notes” file

You can also ask AI to generate reminders or summaries.

Example:

“Summarize this chat and tell me when I should follow up next, and how.”

⚠️ But: never let AI replace personal warmth.

Automation can remind you — but you still send it like a human.

Application Activity

1. Pick three current leads.
2. Decide which type of follow-up fits each one best right now:
 - Immediate
 - Nurture
 - Promo
 - Relationship
3. Use the AI Follow-Up Prompt Guide (below) to generate a message for each lead.
4. Send one today.
5. Schedule the next two in your calendar or notes.
6. Watch who replies first and ask: “Which tone worked better?”
That tone is now your default.

🎯 Goal: You build a rhythm of calm, useful follow-up.

Bridge / Closing

“And that’s our Follow-Up module — staying connected until they’re ready. Remember: the sale doesn’t end with your presentation — it begins with consistent follow-up. When buyers see your reliability, you don’t have to chase — they come back to you.”

AI Follow-Up Prompt Guide

Subtitle: Use AI to Create Personalized, Natural Follow-Up Messages

Section 1 – Purpose

This guide helps FilAsia sellers use AI tools like ChatGPT to create **short, warm, high-quality follow-up messages** for any buyer situation.

You'll use it to:

- Save time
- Stay professional
- Stay remembered (without being annoying)

You can copy any prompt, replace the brackets, and edit the output before sending.

Section 2 – How to Use

1. Open ChatGPT (or your AI assistant).
2. Copy the prompt that fits your situation.
3. Replace the bracketed parts — like [Buyer Name], [Project Name], [What happened last].
4. Ask AI to “keep it under 80 words, warm and professional.”
5. Send, with a visual if possible (infographic, unit photo, site photo, etc.).

 Tip: Save your best messages in a “Follow-Up Bank” so you don’t rewrite from scratch every time.

Section 3 – Follow-Up Prompts by Situation

1. After a Presentation or Call

Prompt to AI:

“Write a short, warm follow-up message for a buyer named [Buyer Name] who attended a presentation for [Project Name]. Mention that it was great to meet, thank them for their time, and invite them to ask any questions or share feedback. Keep it friendly, clear, and encouraging.”

Example Output:

“Hi [Name], thank you again for joining our presentation for [Project Name]! I hope you enjoyed seeing what makes it special. If you’d like, I can send a quick summary or check current promos that fit your plan.”

2. After a Site Visit

Prompt to AI:

“Create a short follow-up message for a buyer named [Buyer Name] who visited the site for [Project Name]. Mention what they seemed to like (e.g., the view, layout, or location) and thank them for visiting. Invite them to reach out if they’d like to reserve or compare units.”

Example Output:

“Hi [Name], great seeing you at [Project Name] today! I’m glad you liked the [feature they reacted to]. If you want, I can check which units with that feature are still available. 😊”

3. After Handling an Objection

Prompt to AI:

“Write a calm, reassuring follow-up message to a buyer named [Buyer Name] who said [insert brief objection]. The tone should be polite and understanding, reminding them of the project’s value without sounding pushy.”

Example Output:

“Hi [Name], I totally understand your concern about [objection]. I just wanted to share that many clients chose [Project Name] because [specific benefit]. I can update you if any new offers make it easier for your plan.”

4. Dormant Lead (No Response for a While)

Prompt to AI:

“Create a friendly re-engagement message for a buyer named [Buyer Name] who inquired about [Project Name] two weeks ago but hasn’t replied. Mention a new update or promo to restart the conversation naturally.”

Example Output:

“Hi [Name], just a quick update — [Project Name] recently launched a new promo on [feature/promo]. Thought you might want to see it since you inquired earlier. Would you like me to send the details?”

5. Monthly Relationship Check-In

Prompt to AI:

“Write a short, warm message to reconnect with a buyer named [Buyer Name] from [Project Name]. Mention a quick project update or simple greeting, keeping it friendly and low-pressure.”

Example Output:

“Hi [Name], hope all’s well! Just sharing a small update — [Project Name]’s [phase/amenity] is now complete. Thought you’d like to see how it’s progressing. Want me to send updated photos?”

Section 4 – Bonus Prompts **Promo Reminder****Prompt to AI:**

“Write a short reminder for [Project Name] about a promo ending soon. Tone: friendly and helpful, not pushy.”

Example Output:

“Hi [Name], quick heads up — the promo for [Project Name] ends this Friday. It’s a nice way to lock in the lower monthly. Would you like me to check which units still qualify?”

 **Holiday or Special Occasion Greeting****Prompt to AI:**

“Write a short, sincere greeting message for [occasion] that subtly reminds the buyer of [Project Name]. Tone: warm, personal, and light.”

Example Output:

“Hi [Name], wishing you a great [occasion]! Hope this season brings you closer to your plans — maybe even your future home at [Project Name]. 😊”

Section 5 – Quick Guidelines for AI-Generated Messages

- Always check facts (prices, promos, availability, timelines).
- Personalize — mention something they said, liked, or reacted to.
- Never sound desperate. You’re a guide, not a chaser.
- Avoid guilt-tripping (“you said you’d decide”).
- Keep it under ~80 words.
- Add visuals whenever possible — screenshots, payment summary cards, view photos. Visuals make you look professional and real.

Section 6 – Optional AI Practice Prompt

Use this whenever you’re tired, unsure, or just busy:

Prompt to AI:

“You are my real estate sales coach. I’ll tell you what happened with a buyer, and you’ll help me

write a friendly follow-up message that fits the situation. Keep it under 80 words, warm and professional.”

This helps you build your follow-up voice — consistent, helpful, and memorable.