

# 15 Ways To Follow Up With SaaS Prospects After The Big Event

Attending events can be a serious investment for startups, established brands and teams of all sizes. It's important to make the most out of these events, whether that means gaining new information or building relationships that can last for years to come...

One of the most common reasons people attend events is to generate leads and build their prospect list. If that's your goal, then the work doesn't end when the event does—you have to follow up with those prospects. In this post, we're going to give you a checklist of ways you can follow up with prospects after an event and make those connections count.

Here are 15 simple yet effective ways to stay top of mind with your new prospects:

## Send A Personalized Email

You've met some great people! Now show them that you actually see them as human beings. Send a personal note that references something you talked about at the conference. Are they from your hometown? Do they have a vacation planned for next month? Did they just have a kid? Are they raising a round of funding? The more personal, the better.



## Send Them An Audiobook

If you didn't chat about interesting books or trending topics at the event, you missed a great opportunity to connect with prospects. People are embracing the world of audiobooks, and Audible makes it very easy to gift an audiobook to someone via email. If one of your prospects seemed intrigued by a particular book, give them a pleasant surprise by putting an audiobook in their inbox.

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## Send A Relevant Article

The number of blog posts published every single day is in the millions. As such, it's easy to get overwhelmed by the deluge of content, and difficult to stay on top of the latest trends. If you can act as a content curator for a prospect and deliver a few relevant articles they may have missed during the event, you can establish a touchpoint and build trust—at a very low cost.

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## Add Value By Helping Them Out

Did your prospect mention that they're having a hard time with something? If you have the ability to help, lend a hand! One of the easiest opportunities for a win is to scroll through a prospect's website and point out issues like broken links or an expired SSL certificate. By giving them a heads up, you help them look good and land in their good books as someone who helped first and sold second.

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## Follow & Engage With Them On Twitter

Twitter is a great way to connect with people who are otherwise a little challenging to track down. If a prospect is active on Twitter, they likely have the app installed on their mobile phone. . . which is probably within arm's reach every minute of every day. Let's test this theory: Where's your phone right now? . . . exactly. A Twitter notification will keep you top of mind, and a quick DM saying "Great to connect!" is also a nice touch.

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## Connect With Them On LinkedIn

LinkedIn may be a more traditional way of connecting with prospects, but it's one that consistently works. Find your prospect on LinkedIn and send them a personalized invitation. Don't be lazy and use the preset invitation—tailor the message to your prospect.

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## Let Them Know When You're In Town Next

Did you meet any prospects who happen to live within an hour's drive or flight, or who live somewhere you're already planning to visit? If so, drop them a line to let them know you're going to be in town—it's an easy ice-breaker.

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## Send Them A Video Message

If you're like most people, you see a whole lot of words in your inbox every day. But video messages are unusual—and therefore memorable. Thanks to tools like Soapbox from Wistia and Vidyard, you can use video to add a human touch to your outreach. It's the next best thing to a face-to-face meeting.



## Send Them A Customized Pricing Grid

Did you and a prospect hit it off at the event and start brainstorming a possible collaboration? If you're itching to send a proposal their way but realize that your prospect needs options before they'll close, a tool like SalesRight can work wonders. It's a proposal service that allows you to deliver a customized pricing page, giving your potential buyer choices and giving you valuable insight.

Visit [SalesRight.co](https://SalesRight.co) to create your own pricing grid today!



## Comment On Their Blog

Does a prospect you connected with have a blog? Do they frequently publish pieces that are worth reading? Take the time to leave a meaningful comment. Here's an insight: Bloggers read ALL their comments, but they especially value the ones that go beyond the simple "Thank you so much for writing this!" Bloggers want to incite conversation about their ideas, so if you can write a comment that adds to the discussion, that's a great way to stay top of mind and build a closer connection.

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## Request A Quick Follow-Up Call

Sometimes you just need to get right to the point. If a lead is hot, the prospect signals that they don't have time for pleasantries or they indicate that you're a perfect fit in your initial conversation – you might need to get straight to it. If that's your situation, do exactly that. Let them know a few dates and times that can work for a meeting and lock it in.

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# Send Them A Sample Of What You Can Do

Do you sell a product or service that could immediately be helpful to this prospect without much heavy lifting? If so, spend a quick minute formulating a valuable insight, takeaway, data point or example that clearly shows them why they need to talk to you further about your offering.

# 12

## Send Them A Relevant Case Study

One of the best ways to demonstrate that you can actually deliver results for a prospect is to show off the work you've done in the past. Send the prospect one of your best case studies that is closely aligned with the problems they're facing and the industry they work in—the more relevant, the easier it is for your prospect to envision how you can help them.

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## Send Them Notes From A Great Talk

A lot of people attend talks at events but don't actually retain much of what was said. This is typically because people don't take notes. In the moment we think we're going to absorb and remember all the info, but in reality it goes in one ear and out the other. A few points may stick for a while, but as soon as the next talk starts. . .

So how can you offer value to a prospect? Attend a talk together and make sure you take notes. Then follow up with your prospect afterwards (assuming the talk was good, of course) and share your notes. This will build trust and add value before you go in for the sale.

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## Share Info About A Different Product

A lot of sales professionals make the mistake of only pushing their product instead of understanding a prospect's problems and trying to find solutions—wherever those may be. If you're working in the sales software space but your prospect is having an HR issue, provide a few recos for products that might help. Think about it this way: The sooner they can solve that other problem, the sooner they can collaborate with you on the problem that you can fix.

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# What is SalesRight?

SalesRight helps B2B SaaS sales professionals close more deals by arming them with interactive and intelligent pricing that increase revenue and enhances the buying experience.

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