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# **Lead Generation Web Sites and Personal Follow-up**

Autoresponders can automate your follow-up techniques. However, it is not always feasible to use automation in every business. This is where having a team of people on phones can be extremely beneficial to your business.

If someone joins your list and then takes whatever initial offering you give them, some may be satisfied with just an email that thanks them for their purchase or welcomes them to the list. However, many people will really enjoy getting a personal follow-up, from a live person. Doing so over the phone is one way to do it that can be easy to do and will give your customers personal service, too. Because, let's face it; there's never been a "frequently answered questions" section that could answer EVERY question customers have had.

With a live call, this is suddenly taken care of. Customers can ask anything they want to and get an answer. And with this "instant gratification" world we live in, the live call fits right in. Go ahead and do some, and get to know your customers.

In today's convenient world of email, a phone call can be a very powerful tool indeed. Talk to a new subscriber, and you'll be sure to impress him or her simply because you took the time to call. Many people are also more comfortable doing business with people over the phone than they are doing it via email.

If the thought of live calling simply seems too inconvenient or too time-consuming, try live chat. This operates on the same premise as the phone call, with the same one-on-one interaction. And, it will benefit you as a business owner because customers know they can trust you and reach you.

With live customer service either via chat or phone, you're telling your customers that you care and that you want them to be satisfied. Being available to talk live (even through live chat) is going to make you stand apart from your competition in ways that are immeasurable. It also shows that you're confident enough in both your business and your product that you can speak to customers anytime about their concerns. That's very powerful, as you can see.

So the next time a customer joins your list, give them a call or live chat within a few minutes. Simply providing them this "welcome message" and offering to be of service is going to set you apart to that customer. It will actually show that customer that you care, so that they'll actually be much more willing to visit your site within a very short period of time, even 12 hours. Better yet, they'll also tell other people about you and your service, so that those people, too, will become your customers.

You can get all of these benefits from just one small five-minute phone call or chat on the Internet.

It's also beneficial because you can get information from a customer by chatting with them live that you could never get with email. Perhaps you can ask the customer what else they're interested in. You might have something they'd like to try. Or, perhaps they have a hobby you can help them with.

When you talk to customers, you never know what's going to happen. Using these phone calls or live chats as follow-up can give you valuable information you would never get otherwise -- and it's just good customer service, too.

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