07

The Small Talk After the Small Talk.



You don't need a reason to sell anything. A good follow-up simply shows you were listening.

What makes it work

Mention something specific she said.

Keep it to two or three sentences.

Leave out the pitch. If there's a reason to talk business, it can wait.

Try it now. Fill in a follow-up.

Someone new: It was great meeting you at _____. I keep thinking about what you said about _____.

Someone familiar: It was so good to see you. How did _____ turn out?

A possible collaborator: I liked your idea about _____. Want to grab coffee and compare notes?

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