GRIT GUIDE

GRIT GUIDE
BY GRIT BLUEPRINT

GRIT GUIDE
NO. 04

# AFTER THE YES
# KEEPING IT SOLD

## How to Keep an Account Sold After the Order

Featuring Michael Tull and Nick Talarico


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# THE PROBLEM

## Michael Tull has a name for the work that starts after the customer says yes. He calls it “keeping it sold.”

Seven habits for the weeks after the yes, so the customer hears from you before they have to ask.


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# THE PLAN

## 7 STEPS

01 CONFIRM THE ORDER THE DAY IT IS PLACED

02 NAME THE CONTACT AND SET THE UPDATE DAY

03 CALL FIRST WHEN THE NEWS IS BAD

04 CALL WHEN THE NEWS IS GOOD, TOO

05 CHECK IN AFTER THE DELIVERY

06 FIX WHAT IS OPEN BEFORE YOU ASK FOR MORE

07 ASK ABOUT THE NEXT JOB AND WRITE DOWN WHAT YOU LEARNED


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01

STEP 1 OF 7

# CONFIRM THE ORDER THE DAY IT IS PLACED

Before the day ends, send the customer a short note. Say which quote version they approved, what it covers and what happens next. Then check that your own team is ordering from that same version.


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STEP 2 OF 7

# NAME THE CONTACT AND SET THE UPDATE DAY

Tell the customer two things: who to call about the order or the delivery, and what your next update will cover and when it will come.


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STEP 3 OF 7

# CALL FIRST WHEN THE NEWS IS BAD

This is the heart of it. When the plant is behind, the customer should hear it from you before they have to call and ask.


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STEP 4 OF 7

# CALL WHEN THE NEWS IS GOOD, TOO

Michael's other example is the fun one: "If you've got a week where you can jump ahead, you call them and say I'd encourage you to do this this week, because we have an advantage right now."


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STEP 5 OF 7

# CHECK IN AFTER THE DELIVERY

The sale is not over when the truck pulls out. Ask if the package arrived the way they expected and if anything needs attention. Make sure they know how to report a problem.


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STEP 6 OF 7

# FIX WHAT IS OPEN BEFORE YOU ASK FOR MORE

Look at the account before your next sales call. Is anything unresolved? A damaged piece, a missing part, a question nobody answered? Handle that first.


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STEP 7 OF 7

# ASK ABOUT THE NEXT JOB AND WRITE DOWN WHAT YOU LEARNED

Now ask. Use the last line of the second script below.


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# THE CHECKLIST

## CHECKLIST: KEEPING IT SOLD: ORDER LOG

- [ ] I confirmed the approved quote version with the customer the day the order was placed
- [ ] My team ordered from that same version
- [ ] The customer knows who to call about the order and the delivery
- [ ] The next update is on my calendar
- [ ] Every change from the supplier reached the customer from me first
- [ ] No new date went to the customer until the supplier confirmed it
- [ ] I checked in after the delivery
- [ ] Nothing is open on this order, or each open item has a name and a date
- [ ] I asked about the next job and wrote down what I learned


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# FINISH LINE

## A one-page order log for each open order: what was approved, who the customer calls, the date of the next update, what happened at delivery and what the customer is building next.

- Every open order has a named contact and a date for the next update.
- The log shows the customer heard about each change from you before they asked.
- The delivery check is written down, with what the customer said.
- Each open problem has a name and a date.


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# THE SOURCES


1. The Real Reason Customers Buy Again (Grit Blueprint Podcast, Michael Tull with host Stefanie Couch) Grit Guide
2. Why Contractors Will Control Your Revenue in 2026 (And What to Do About It) Stefanie Couch, Grit Blueprint
3. Independent Retailers Need Better Data. Do it Best Has The Tools. (Grit Blueprint Podcast, Nick Talarico with host Stefanie Couch) Grit Guide



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