

Effective Sales Emails

Instant Training by Adam Vizler

(Taken from the **Definitive Cold Sales Course**)

To know:

Ambiguity (messy, unclear, uncertain) messages will not get response.

What one needs to know is that communication goes the same way online as it goes offline.

1. Communication has to go from somewhere
2. Has to have an intention (a result or reason)
3. Has to have an endpoint

If any of these 3 things is unclear from the sender's point of view or the receiver's point of view, it is likely it will not get response. All communication is as effective as it gets response!

- As a sender of a digital communication (email), you need to make clear who you are, where you are writing from.
- Once that point is covered. Make sure that your intent is clear in your message. Meaning someone who receives it will easily know what you want and why you are writing.
- And finally. Make sure that your email is addressed to somebody! How can you address it to somebody? Writing an email that is personalized. Meaning you let the receiver know that you know who he is, where he is, what he is doing and you meant to address him specifically.

This personalization will go a long way in getting the receiver think "ah! This email is for ME!".

We just simply don't respond to emails that we don't know who is sending it. (A scammer? Some one who is trying to sue me and is just gathering info for the court case?)

We just simply don't respond to emails that has no clear message or reason that is relatable to us.

Email types a sales rep must know

Prospecting Emails

"Hi _____! This is Adam from Elevation Construction X. The reason why I am writing is because you signed up to get more information about our services. I would like to get a meeting with you at a time that is convenient for you so I can present you our services, provide value and answer any questions you might have. Would weekdays or weekends work better for you for a talk?"

Why this works? Because you justify why you are reaching out, explain from where, and how you got his contact details so now the prospect can place you somewhere in his mind.

Follow Up Emails

"Hi! Did you give up on our project?"

Why this works? Because it lets the prospect tell you a comfortable "no". And no in psychology is the safe word that any individual feels comfortable with and when said, feels in control. When you get the prospect to reply to you with a "no", you are allowing him to feel in control, and less pressured by you which might be just the small extra to get the prospect to deal with you again.

Meeting/Appointment Emails

"I am already preparing the coffee for our afternoon meeting, do you like it with milk or without?"

Or

“I have a seat reserved for you, I placed a paper with your name on it, so your seat is secured”

Or

“I have already compiled the materials and personalized it to your company that I will show you today in our Zoom meeting”

Why this works? This simple trick alone will 10X your show up rate for meetings! It works because it shows the prospect you already have committed a great deal for his presence. This makes it that much harder for the prospect to backout from an agreed meeting, as backing out will not only trash the agreement of the meeting but also trash your efforts you have already exerted for the arrival of the prospect. As the prospect doesn't want to cause that much harm, or make your efforts go to waste, he will follow through with the meeting out of necessity to return your efforts (or making them count) and respect.

Getting the prospect back in touch emails

“Hi! Did I say something that hurt you?”

Why this works? Because we don't like to be cruel or make others feel bad. This question causes the prospect think if he doesn't reply to you and explain how you didn't hurt him, you are feeling bad about your actions. Which of course the prospect doesn't want... Usually!

Or

“Hi. Where are you now in the world?”

Why this works? This simple question gets the prospect to locate himself physically and psychologically as the end point of a communication. Remember, a communication without a source and end point will not get response. Now with a refreshed end point communication can happen again.

Advised to end with things like

“Looking forward to hearing from you” and “Let me know”

Why this works? It shows to the prospect that a response from him is expected and wanted. Giving that little extra social pressure to respond.

If the receiver is likely getting a lot of promotions and spam write this:

“P.S. This is not a mass/bulk email. Feel free to respond to this email and I get back to you within 12-24 hours.”

Why this works? It shows the prospect that there was effort placed into writing this email, and by laws of exchange the prospect feels socially obliged to return the favour even if by just responding. Also, stating that an email is not spam or bulk email, gets the prospect to not automatically place your email mentally in the “spam, just ignore it” folder.