



## Email Guide for Sales Prospecting Success

The AG Salesworks Email Guide for Sales Prospecting Success is designed for anyone interested in sales, marketing and lead generation. We breakdown what your emails should contain and discuss what goals you should be looking to accomplish with your email communications. We provide a detailed look at the content you are sending and offer several examples for you to use in the design of your own emails.

### **The Email Guide for Sales Prospecting Success consists of:**

- The Ideal Components of an Email
- Developing Multiple Email Templates
- Breakdown of a successful email (Tone, Subject Lines, Calls to Action)
- Examples provided to help in your design

We are confident this complementary guide will help you get results quickly with more responses from your outbound emailing efforts.

# Introduction

Email still plays a vital role in the sales prospecting process and it is important to be efficient in your messaging. It has become much easier for decision makers to reply by email rather than picking up the phone to return a call or engaging in a 5 minute phone conversation that wasn't on their schedule. Inside Sales representatives will have far more email responses than returned calls, so how do you make this important tool work to your advantage and increase your number of responses? In this guide we will look at the structure of your email messages; what they should contain, how they should be designed and what goals should they accomplish. We will also discuss Mass emails and provide some insight into what we have discovered works. Each section is equipped with examples to get you started designing your own email templates.

Thank you for taking the time to download this email success guide and we know you will gain valuable information that you can begin implementing to increase your response rate.

# Before You Begin

Think about who you are sending your email to and what outcome you want to get out of it (e.g.: a different message should be sent to a C-level vs. a Manager level contact). Be careful when sending out template emails as you don't want them to sound too generic, especially if you have spoken with the prospect before.

## Purpose

The purpose of your email should be to pique your prospects' interest so that they are willing to have a brief introductory call with you. Phone and email efforts must complement and align with each other, so they should be time synchronized for maximum response. To get the best results send out your emails within 10 minutes of leaving a voicemail. Reference your email in your voicemail and your voicemail in your email. In our Voicemail Guide for Sales Prospecting Success we discuss 4 formats for your voicemails: Referral, Follow Up, Call to Engage, and Maintenance. Each one is designed with a different goal to accomplish. Your first email should be designed to get a referral to the appropriate contact or referencing a referral you received to the appropriate contact. Your second email should follow up on the first, mentioning the previous attempt to connect and re-iterating your purpose. Your third email should include a Calendar invite (explained in more detail later in this guide) attempting to get some time on your prospect's calendar. And your fourth email should be your last ditch effort to connect before placing the prospect in your form of maintenance mode (a continued attempt to connect, done on a monthly or quarterly basis). Personalizing and/or customizing the email will always increase your chances of it being opened and receiving a response.

## Tone

You always want to maintain a professional and polite tone in your emails. If you have spoken with your prospect in the past and have established a rapport with them, you can generally be a bit more casual in your correspondence. Make sure to review your emails for spelling and grammar (common grammar mistakes are listed at the end), and always make sure your prospect's name is spelled correctly. Remember that you have only one chance at making a first impression.

# Subject Lines

Your subject line may be the most important piece of your email. This is how your prospect will decide whether or not they open your email. Many prospects won't even open an email from an unknown source; it's important to have a strong subject line to pique the interest of those that will.

There are certain words that get picked up by Spam filters that you should avoid using in your subject lines and emails:

*Free, Offer, Deal, Pricing, Specials, Marketing, Performance, Bonus, Advertising, Finance, Clearance, Sell, Click, !!!.*

## **Ineffective Subject Lines:**

- We have a powerful new tool to increase the performance of your sales team!
- Bob, can we talk?
- Meeting follow-up/Information you requested/Re:
- Last chance for this offer!

## **Effective Subject Lines:**

- Voicemail follow up from [your name] at [company name]
- Referral Help?
- 5 minutes?
- Quick Question,(Prospect Name)
- Please reply
- Feedback request
- ATTN: [prospect name] – [your name] at [company name] looking to connect briefly

# The Body of the Email

## Opening Sentences

You want to keep your opening sentence as short as possible and you need a strong hook in order to grab the prospect's attention immediately. You want to use wording that grabs your prospect and keeps him/her engaged in your email. Cut out any unnecessary words and avoid "product dumping."

*Weak Example:*

*I have been trying to call you to introduce myself over the phone but I have had no success, so I thought I would send you an email.*

*Strong Example:*

*The purpose of this email, and the voicemail I left earlier, is to introduce you to XYZ's online service to improve campaign response rates and lower marketing costs.*

## Choose Strong Words

You want to use wording that grabs your prospect's attention and keeps him/her engaged in your email. The intent of an introductory email is not to educate the prospect on every detail about your product or service, but to entice them to call you back. Also, omit weak words/phrases from your emails for a higher response rate.

*Weak Examples:*

*"I just want to know if there are any questions you may have."*

*"I was wondering if you had any challenges within your environment."*

*"Please feel free to give me a call when you have a moment."*

*Strong Examples:*

*"My aim is to briefly discuss with you and better understand your organization."*

*"My goal is to learn about the challenges you are facing within your environment."*

## Format & Organization

Your email needs to be easy for your prospects to scan quickly to get an idea of what you're introducing. Since many of your prospects are checking email on smart phones, it's important to avoid large blocks of text. A couple of brief sentences and a list of bullet points is enough. It is also very effective to include a brief blurb or bullet points about the product underneath your signature as the human eye is drawn towards lists naturally. Mix up your format; email one may have a list after your signature where email two has bullet points in the body of the message.

*Weak Example:*

*Our Enterprise Content management offering differs from the competition in 3 key ways. First, we have the only complete solution covering all key functionality areas: document management, content management and Rich Media Management, site management and content delivery. The competition only covers one or some combination of these areas and to a varying level of depth. A detailed analysis of our functionality vis-à-vis the competition will bear this out.*

*Strong Example:*

*The ABC Company architecture delivers:*

- \* 10x the performance*
- \* Order of Magnitude increase in Scalability*
- \* 100x the User Connections*
- \* 35X the amount of Storage*

## **End with a “Call to Action”**

In our Voicemail Guide to Sales Prospecting Success we discussed the importance of ending all your voicemails with a Call to Action. Maintaining continuity with your voicemails will increase your chances of a response. When emailing your prospects, we want to set an expectation at the end that will lead your prospect into action (event registration, webinars, meeting requests, etc...). You need to be direct and ask for a call back, 3-5 minutes on the prospect's calendar, or to be referred to the appropriate contact.

*Weak Example:*

*Please let me know when to follow up with you.*

*Strong Example:*

*You may call me directly or let me know via email when you have 3-5 minutes available and I will follow up accordingly. If there is a more appropriate contact for me to speak with, please let me know so that I can contact them directly.*

## Other Key Email Tips

### Evites

Calendar evites can be very effective in your prospecting efforts. A calendar evite is a way of requesting a time to speak directly on your prospect's calendar utilizing your own calendar application. Pick a time on your calendar that you would like to get the appointment, select the option of inviting a guest (Gmail) or adding a recipient (Outlook), and add your message that will accompany the invitation. Your prospect will have the ability to accept, decline, or adjust the time of the meeting.

Evites can be used strategically and effectively to get your prospects' attention. Surprisingly, many prospects are more likely to accept an invitation for a 5-minute call from an unknown company trying to book time on their calendars than to respond to a standard email. Evites are useful for booking time with unresponsive prospects, and are particularly effective when a prospect suggests you "check back later". They can be an important part of an overall strategy to engage a prospect in a live conversation. Evites should be included in your "Call to Engage" voicemail/email combo (#3).

Note: Just because you get an accepted evite does not equal a qualified lead. The prospect may not be the appropriate contact, have no pain, or just want to tell you "no" in person. Keep your expectations realistic when you receive an accepted evite and go in to the call as you would any exploratory or cold conversation!

### Mass Emails & Referrals

Mass emails can be extremely effective when used correctly. When a new list is imported, it's a good idea to send out a mass email asking to be referred to the appropriate contact for your offering. It helps to warm up the list for your calls, and you're able to target the prospects who respond first. You may also use this as a way to test the quality of data you have received by the delivered/bounce rates. You'll often get pointed to the appropriate parties in your target companies, and sometimes you'll even have a few prospects respond with interest.

Having a "referral" template in your prospecting kit is also useful. Sometimes you'll have prospects on your list with titles that you already know won't be involved with what you're looking to discuss. Sending them a one or two sentence email asking to be pointed to the appropriate contact can be worthwhile.

When you do receive a referral, either over the phone or through email, make sure to include the person's name that provided the referral in your messaging to your new contact. Your prospects will be more likely to respond if you include a familiar name in your subject line and the body of your email.

#### *Example:*

*I was looking for some guidance on who to speak with regarding your channel sales operations. I wanted to have a brief discussion to learn how you're managing your sales channel business.*

*I'm sure your days are very busy, but any response or feedback would be appreciated.*

*Subject Line: Referred by Jane Doe: John Smith with XYZ Company*

*Mass Email Hint: Typically the mass emails that receive the highest open or response rate will occur in the middle parts of the week (Tuesday, Wednesday, or Thursday). Monday's are usually difficult because your prospect is gearing up for the week ahead and Friday's your prospect is focusing on the weekend, leaving early, or wrapping up their weekly projects. Do some A/B Testing to see what delivery times seem to work the best for you; morning, right before lunch, right after lunch, or late in the day.*

## Attachments and Links

Only send attachments or include links when necessary or when specifically requested. Prospects are often hesitant to open an email from an unfamiliar sender if it contains an attachment/link, and your email is also more likely to be caught in a spam filter. Also, be cautious of sending your prospects too much information; you run the risk of them deciding they have enough to keep on file and don't need to speak with you.

### Examples

**Referral Email:** The purpose of your first email is to briefly introduce yourself and your organization. You may not know if the prospect is the appropriate contact, so asking for a referral at the end of your email in the case that they're not can be helpful.

*Hi [prospect's name],*

*I'm following up a voicemail I left you a moment ago. I'm interested in learning about what you consider your top challenges with managing your channel sale operations. Some of the challenges I have encountered from speaking with other companies include:*

- *visibility into the channel*
- *inaccurate sales forecasting / analytics*
- *data integrity regarding your installed base*

*Please call me directly or let me know when you have 3-5 minutes available and I will follow up accordingly. If there is a more appropriate contact for me to speak with, please let me know so that I can contact them directly.*

*Regards,  
Bob*

*Bob Smith  
Business Development | ABC Systems  
781-702-6999 | bsmith@abc.com*

*ABC Systems provides end-to-end SaaS solutions that help companies cost effectively manage their channel performance and product lifecycle. We can integrate with existing CRM and ERP systems, and add functionality without the hassle of implementing a brand new system. We are able to automate the end to end renewal process all under one platform which in turn allows for better management of your resources.*

**Follow Up Email:** Your second email should be a little more assertive. Hopefully you have the correct contact or at least someone who is involved in the correct area of business if you haven't identified them as the appropriate contact yet. You should always mention your previous attempt to connect with the prospect so that they realize you are going to be persistent in trying to reach them.

**Follow Up Email:** Your second email should be a little more assertive. Hopefully you have the correct contact or at least someone who is involved in the correct area of business if you haven't identified them as the appropriate contact yet. You should always mention your previous attempt to connect with the prospect so that they realize you are going to be persistent in trying to reach them.

*Hi [prospect name],*

*I'm following up on a voicemail and email I sent you a few days ago. Again, I'm interested in learning about what you consider to be your top challenges when managing your channel sales operations.*

*Please call me here or let me know when you have 3-5 minutes available either this week or next for a brief phone call.*

*Regards,  
Bob*

*Bob Smith  
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- *Align and integrate all aspects of the channel partner business into one platform*
- *Constant validation of data for accurate business intelligence and insight*
- *Increases your partners accountability by bringing your partner closer to your business*
- *Generate more sales pipeline, cross-sell and up-sell opportunities*

**Call to Engage Email:** Your third email can be very brief. At this point, you've already sent two emails explaining what you're looking to accomplish, and your prospect hasn't responded for close to a week. This is also a good time to include a calendar invite in your rotation to try and generate some sort of response from the prospect.

*Hi [prospect name],*

*I just left you a message. I understand you're busy, and I don't want to pester you. To that end, would you please point me in the direction of the person who oversees your channel sales operations?*

*I'd like to briefly speak with them to learn more about any challenges you're facing with your current systems. Some examples of the common challenges I've come across include achieving sales quota, visibility into the channel, and data integrity.*

*I will follow up with a calendar invite for 5 minutes of your time. If there is a more appropriate time for us to speak, please feel free to adjust the timing and I'll call you accordingly.*

*Thanks in advance for your help.*

*Regards,  
Bob*

*Bob Smith  
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**Maintenance Email:** This is your last attempt to reach your prospect before putting them in “maintenance mode” (a monthly or quarterly attempt to connect). At this point you need to express some form of finality through your email to try and elicit a response. Inform your prospect that you have been actively trying to connect with them and that this will be your last attempt until the next month or quarter.

*Hello [prospect name],*

*I have been trying to connect with you to discuss any concerns you may be experiencing with your sales channel operations. As I have mentioned, we have extensive experience in helping our clients achieve sales quotas, gain visibility into their channels, and improving data integrity.*

*I understand that this may not be the best time for us to connect and I will hold off any further communication until next quarter. If you'd like to schedule a brief conversation, please respond to this email with the most appropriate time for us to speak and I will follow up accordingly.*

*I look forward to hearing back from you with the best time for us talk.*

*Respectfully,*

*Bob  
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## Grammar & Typos

Make sure to always review your emails before sending to check for grammatical mistakes and spelling errors. Also, if you are using a template, double check to ensure that the prospect's name is spelled correctly. Check to make sure your signature is correct and not too lengthy. You run the risk of losing all credibility with your prospect if you misspell their name or include grammatical errors within your email.

Common Grammar Mistakes: (We are sure you know this, but a reminder never hurts!)

*Your = possessive tense of "you"*

*Is that your car?*

*You're = contraction of "you are"*

*You're going to love the new puppy*

*To = preposition*

*We're going to the office.*

*Too = synonym for "also"*

*Is he coming, too?*

*Two = noun; the number 2*

*There are two cookies left.*

*Where = in or at a place, point, etc*

*Do you know where he is?*

*Were = past subjunctive of "to be"*

*Were you planning on coming to the party?*

*We're = contraction of "we are"*

*We're going to the beach.*

*There = at that point.*

*The dog is over there.*

*Their = possessive tense of "they"*

*Have you seen their car?*

*They're = contraction of "they are"*

*They're coming with us.*

## ***AG Salesworks: "Email Guide for Sales Prospecting Success"***

### **Blog:**

Sales Prospecting Perspectives

### **Books and Success Kits:**

Sales Prospecting Success Kit

Inside Sales Management Success Kit

eBook: Gear Up For Success: 8 Steps to Get Sales & Marketing Cranking in Unison

### **Social Networking:**

LinkedIn: <http://www.linkedin.com/company/ag-salesworks>

Facebook: <http://www.facebook.com/AGSalesworks>

Twitter: @AGSalesworks

Tumblr: <http://www.agsalesworks.tumblr.com>

Pinterest: <http://pinterest.com/agsalesworks/>

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