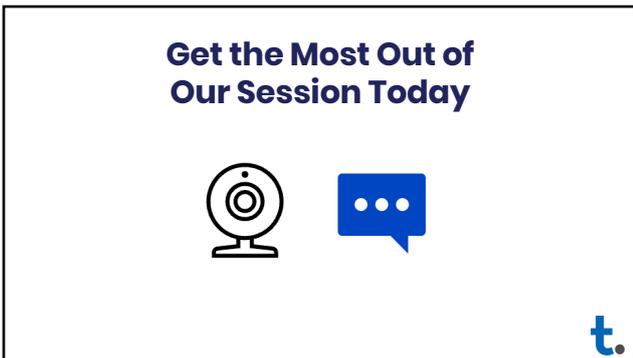




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Today's Objective

- Explore how prospecting has changed and discuss your current challenges
- Identify the best approach to email based
- Write an effective email body to increase open rates and engagement



4

Grabbing Prospects Attention with Email

5

How has prospecting changed?

- How has prospecting changed over the past few years?



6

Getting attention

7 out of 10 people prefer to communicate through email over other forms of communication.

22% Sales reps spend 25% of their day writing emails.

40X Email is 40X better at acquiring new customers than Facebook or Twitter.

4.3 Average working person in the US spends 4.3 hours a day on email.

39% of emails are viewed on a desktop device.

18% Average direct industry open rate is 18%.

23% Representing the most successful sales reps.

32% of people open an email based on subject line alone.

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7

Keep this in mind before writing any email

- Relevancy is key
- Make them curious about your offer in the Subject line
- Tell them a valid reason you are contacting them
- Keep your email short and conversational - you're not a robot
- Keep it quantifiable
- Play to their ego
- Back up what you're saying or offer a guarantee
- Sell the reply by asking for permission to provide value upfront
- Show them the desired outcome, increase the perceived likelihood of success

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8

Segmentation

Segmentation

9

Segment your emails

- Location
- Sub-niche
- Job positions
- Case study
- Trends



10

Location

Hello {first Name}, saw you were from {location} too; small world!

Hi {first Name}, we've been helping {niche} from {location} {offer}



11

Sub-niche

We help {position} within {sub-niche} {offer}



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Job positions

Congratulations on on your new position at{companyName} – well deserved:)

Stumbled across your profile while searching for {position} in {location} and wanted to say hello.



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Case study

Saw you're from Ireland, so thought this case study on how {case study} might be of interest.



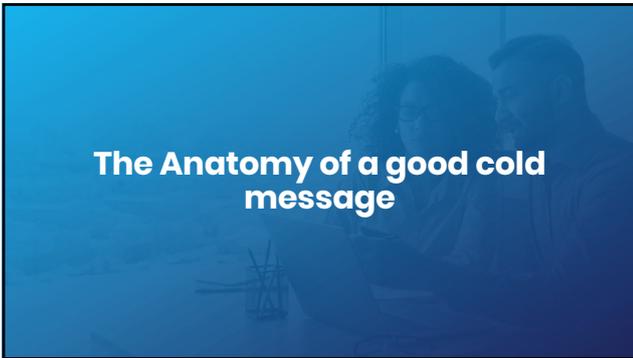
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Trends

Not sure if you've thought about becoming net zero over at {Company name} but thought I'd get in touch.



15



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The Anatomy of a good cold message

- Intro
- Offer
- Case study
- Call to action
- P.S.



17

The Anatomy of a good cold message

Subject Line: Quick question

INTRO HI (FIRSTNAME) - we've been collaborating with several companies in (PROSPECTS SECTOR) and have delivered some impressive savings on (INSERT 2 or 3 PRODUCT/SERVICE GROUPS).

OFFER/CASE STUDY (CUSTOMER NAME) saw spend decrease by 17% with no decrease in quality and (CUSTOMER NAME) reduced their cost to order by 52%.

CTA Interested to find out how this might apply to (COMPANY NAME)?

[Your Name]



18

Write your subject line

- Keep the number of words used to a minimum. Typically 1-4 words work the best.
- Either use a curiosity-based subject line OR a direct offer so the only people who open your email are people who actually want what you are offering.
- Personalise them where you can using their name or company name.
- Numbers work well.
- A big benefit is that is easy.
- Don't use numbers or try to include any urgency (limited/final), hyperbole (fantastic/amazing) or gains (free/ROI) in the subject line.



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Write the body of the email

- Intro
- Offer
- CTA
- PS



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Intro

- Simple sentence or two to introduce yourself and your offer:
- My name is {name}, I'm the {position} at {Company}. We help {niche} {value proposition}.
- Stumbled across {company} when scrolling {platform} and saw some similarities with {case study}.



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Offer

We help {niche} to go from {current state} to {desired state} in {timeframe}.

We help {niche} to {transformation} in {timeframe} with {mechanism}.

We help {niche} to {transformation in {timeframe}} without {painpoints}.



22

CTA

Do you have time on {date} at {time} for a quick call?*

Are you free this week or next for a chat?*

Would you be open to a quick chat to see how we can do the same for {CompanyName}?



23

PS

P.S. We'll even guarantee (result), or we'll give you a £50JustEat voucher for wasting your time

P.S. Here are a couple of our recent results
{company 1} from {State1} to {state 2} in {timeframe}
{company 2} from {State1} to {state 2} in {timeframe}
{company 3} from {State1} to {state 2} in {timeframe}



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Email footer

- No coloured footers, no links and no images!
- Keep it very simple. Google will track email footers and mark you for spam if you are sending too many emails with the same email footer.
- Name
- Position
- Company Name



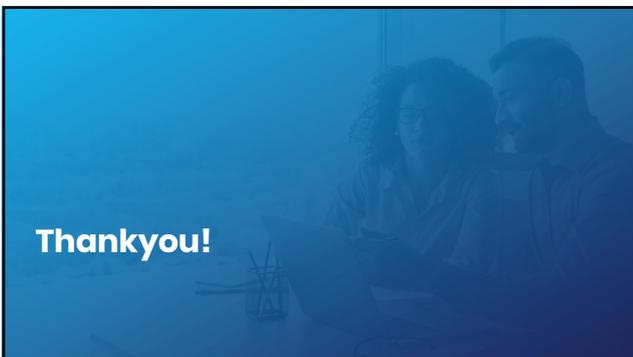
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Before sending

- Does it pass the "so what" test?
- Send it to yourself. Would you respond?
- Wait 1 day; is it still good?



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