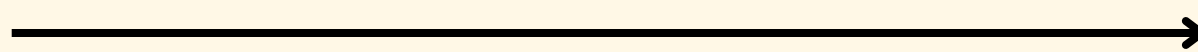


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HOW TO WRITE *AN EFFECTIVE COLD E-MAIL*

Swipe



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Building a strong sales pipeline starts with how effectively one can write a cold e-mail. The e-mail has to be short, precise and highlight one's experience and background of delivering the most impactful solutions to the client's existing problem.

Also, understanding basic human behaviour does help in enhancing one's chances of moving onto the next step!

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USE SOCIAL PROOF

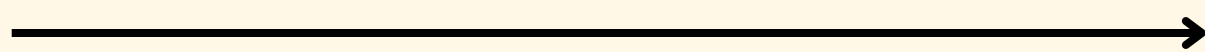
After a nice introduction about yourself & your organization, mention the names of your existing clients, from a similar industry as your prospect, along with some testimonials to bring in more credibility to your work. The more logos of association, the better.

Swipe 

POWER OF SCARCITY

People are more influenced to act by the prospect of losing an item of value, than by the prospect of gaining that very same thing. Mention what your prospect will lose by not choosing your product/service. Also state the date till which your offer will be valid. This will push the prospect to act quickly.

Swipe



USE RECIPROCALITY

Try and offer something of value to the prospect at no additional cost. This has to be over & above what is being offered. It could be small, but has to offer value. This increases the odds of the prospect obliging back and reciprocating by aligning a meeting to understand more about what you have to offer.

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**WAS THIS
HELPFUL?**

**DONT FORGET TO
SAVE THIS FILE**

