Sales Prospecting Skills

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Sales Prospecting Skills

Course outline

1 Key principles of smart sales prospecting

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4 LinkedIn as a marketing tool

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6 Networking, exhibitions and gaining referrals

Key principles of sales prospecting

- Set your sales prospecting goals and objectives
- Elevator pitch, core messages and your value proposition
- Targeting and segmenting your market
- Organised persistence with CRM

Getting started

Please bring with you some notes of:

1. Two named new prospects or contacts that would like to make appointments with.
2. Introductory emails or sales letters you have sent in the past (printed out)

I look forward to seeing you on the 26 May 2022 on the training in Milton Keynes.

Your full name	
Email	
Job title or role	
Length of time in current position.	
LinkedIn Profile Link	
Three prospecting skills that you hope the course can help you learn or improve:	1 2 3

Please also provide the following information if you know it:

Number of new contacts spoken to, or first-time prospect appointments made last month.	
Where do you source new contact data and leads currently?	
How many hours a week do you spend on prospecting? (Approaching new names by phone, email, online, cold-calling, networking, etc.)	

Planning your prospecting

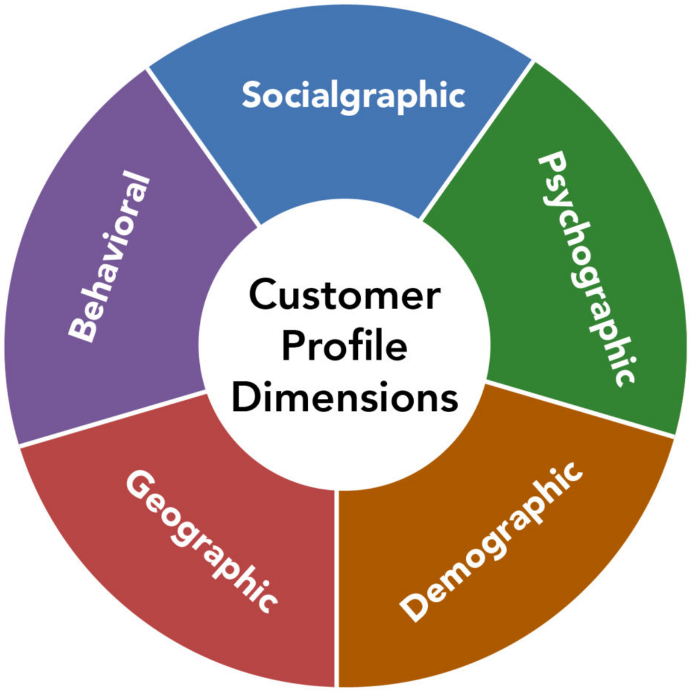
What prospects methods are you planning to use (list as many as you plan to use)

How many appointments, visits or online calls do you need a week/month?

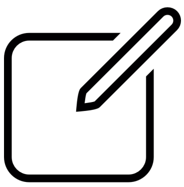
What is the weekly activity level of prospecting needed to achieve this goal or goals? (For each prospecting method)

Notes

Target marketing



Task



1. List three target sectors or types of companies.
2. Consider demographics, location, and psychographics
3. Now decide the job roles to approach
4. What is your market proposition and target products?

Organised Persistence

Organised persistence - summary

Work though a target contact or prospect systemically and repeatedly on a 30, 60, or 90 cycle.

“Every day for the next ten weeks, make _____ (insert number) of connected calls to new suspects every day. “

At the end of ten/twelve weeks, call them all again.”

Daily Tracking Sheet

Five x Five a Day – Sales Prospecting

Date		Name	

LinkedIn and email

1. Five new LinkedIn followed and saved*

2. LinkedIn in-mails sent

1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 8 - 9 - 10

3. Five first time emails sent out

Telephone

4. Five Connected Calls – first time

Total number of dials (all calls)

5 - 10 – 15 – 20 - 25 - 30

5. Five Connected Calls – existing

Content posted or shared

Main achievements today

The keys to developing your own prospecting success system:

1. Define a suspect and prospect base of around 50-500 contacts and call each one on a 30 (A), 60 (B) or 90 (C) day cycle. These can be multiple contacts in the same organisation so long as they buy independently.
2. Decide the criteria for allocating as A, B, C based on a combination of size or potential and ease/ability of generating sales.
3. You need to speak or meet with each contact a minimum of 30 days for A, 60 for B and 90 for C.
4. Over a 10/12-week period, this calculates out as around a typical number connected calls, quality calls or meetings/webinars/conference calls per working day (on average). However, be ready to do Whatever It Takes – WIT!
5. If you take someone off the list, add a new name back on.
6. Keep good notes and record key information to use next time – in salesforce – this is very important.
7. Set a ‘next action’ and call back date after every call. Remember, the greatest success will most likely come after the third contact.
8. Every evening, list your calls for the next day you can and start with calling straight away.
9. Create two or three ‘golden hours’ in your average day. The first one should be first thing in the morning or thereabouts. Do not do anything else, especially emails, during a Golden Hour

Making relationships ahead of opportunities

How you sell is as or more important than what you sell.

However, your first and major challenge is to create and keep a relationship with key decision influencers in your target accounts.

So, how can you convince someone to give you thirty minutes of their time without a need or requirement to satisfy?

Asking for introductions and referrals – ideas

1. Stop calling them "referrals"
2. Overcome your fear of asking
3. Phrase it as a request for help
4. Leverage your entire network
5. Get specific about your ideal introduction
6. Ask for one introduction per day
7. Hold yourself accountable to numbers
8. Host exclusive, invitation-only events

https://youtu.be/rcXAM01QrqI

Steve Jobs Video: https://youtu.be/zkTf0LmDqKI

The keys to asking for referrals

1. Stop calling them "referrals"

It might sound contradictory, but it's true: Asking for "referrals" isn't the best way to get more. Many of your customers aren't sure what the term means. They might think you need a reference or assume you're just looking for names and numbers. But what you *really* want is an introduction. So, why not ask for one directly?

By cutting out the referral talk and simply asking for introductions, you'll make a lot more progress in a shorter period.

2. Overcome your fear of asking

If you're afraid of asking for introductions, you're not alone. Many salespeople balk at the prospect of **starting a conversation** to ask for an introduction. The only way to get over this fear is to just ask anyway. Think of it this way: You'll never lose business by asking for an introduction, but you never know how much business you'll lose by not asking at all.

Armed with that mindset, it's time to overcome your fear of asking for introductions -- and just do it. Fear of asking for introductions is a major opportunity loss. Force yourself to work through the fear, and you'll thank yourself later.

3. Phrase it as a request for help

When you ask for introductions, it's important to phrase it as an ask for help. Why? Because people love to help other people, especially when they already know and like them.

Begin your ask for introductions by saying, *"I was wondering if I could get your help with something … "* When you do that, you'll set yourself up for a productive chat and leave the other person feeling good about helping you out.

4. Leverage your entire network

Take advantage of your entire network. And when it comes to referrals, this is especially true. Don't limit yourself to just one group of your network when you ask for introductions. Your **existing clients** are a great resource, but they're far from the only one.

Your past customers, industry connections, former and present colleagues, friends, family members, social acquaintances, friends of friends -- everyone is fair game. The more people you include in your quest for introductions, the more introductions you'll get, plain and simple.

5. Get specific about your ideal introduction

One of the **biggest mistakes salespeople make** is not being clear about the kind of introductions they want. Far too often, salespeople say, "So who do you know? Who do you think might be a good fit for what I have to offer?" This puts all the burden on the person helping you. Instead, you should be specific about what your ideal introduction looks like.

When you ask for an introduction, give clear examples about the types of prospects you're interested in connecting with. Share information such as their specific job titles, the companies they work for, the industry they're in, their average revenue, and other important factors. Then, let the person think about who in their network fits the bill for an introduction to you.

6. Ask for one introduction per day

This might sound like a lot of work, but how long does it actually take to ask for a single introduction? You should be able to accomplish this in just 15 minutes -- so make it the most important 15 minutes of your day, every workday.

When you ask for one introduction per workday, you ask for five each week, ultimately requesting around 250 per year.

7. Hold yourself accountable to numbers

Don't just *say* you're going to ask for one introduction a day -- make a plan, stick to it, and actually follow through. Failing to hold themselves accountable to numbers is one of the most common reasons why salespeople don't get referral business. If your goal is five introductions per week, then create a system that holds you accountable to that number every single week.

Holding yourself accountable to your new introduction strategy will lead to a dramatic **increase in your sales**.

8. Host exclusive, invitation-only events

This strategy is the absolute best approach for **attracting new clients**. To make it work for you, ensure that your event feels very exclusive. Invite high-level prospects and clients to a high-end venue. By inviting both clients and prospects, you'll even see your best clients begin to do your selling for you. That's where the magic happens.

These events are also a perfect opportunity to ask everyone in your network for introductions to people who might get value out of your event. You'll quickly find that people love the opportunity to get invitations for their friends and colleagues to an exclusive event.

Notes

LinkedIn as a marketing tool

- Why LinkedIn matters and how to use
- The essentials for a positive profile
- Connecting with new contacts and messaging existing connections

Task

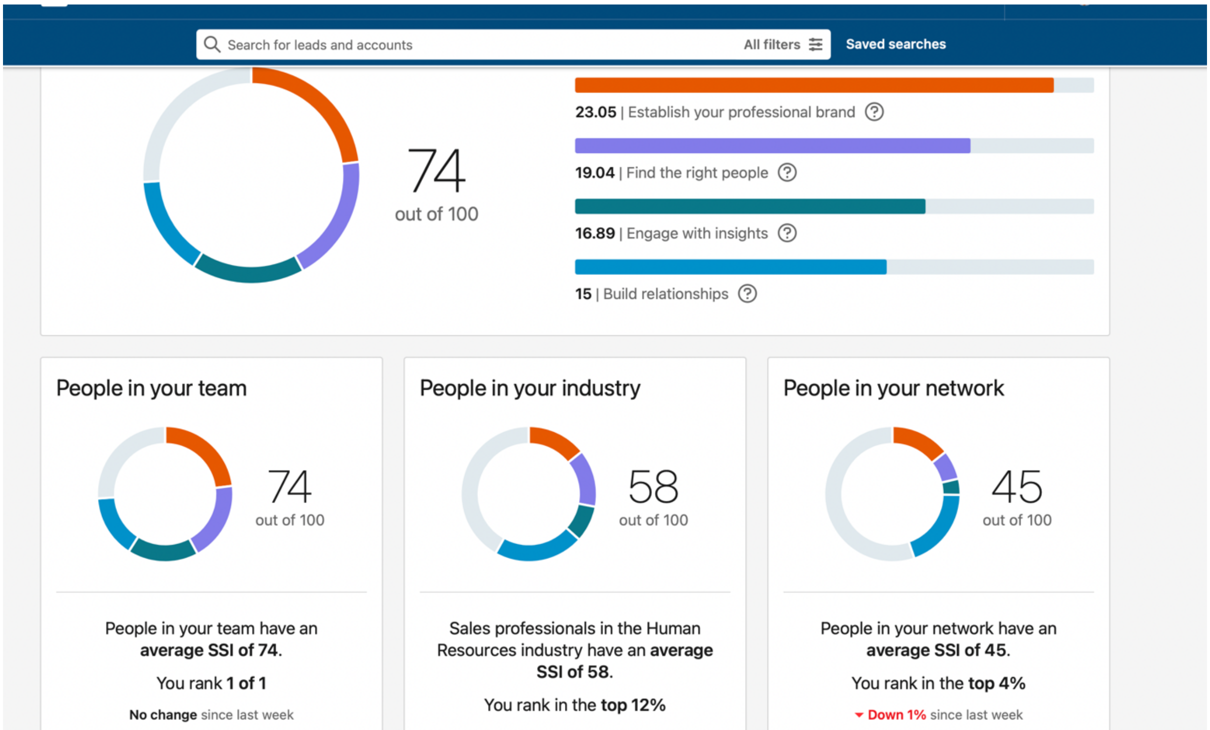
How many connections do you have on LinkedIn?

How often to you login, use or check it?

List here the functions and features you use regularly on LinkedIn

Using LinkedIn to source new contacts

First find out what your Social Selling index is



A few ways to pass the time on LinkedIn

1. Search for contacts by job title, with filters and save
2. Search for a company, follow, research contacts, invite to connect
3. Invite a connection, at random
4. Comment, share on a post
5. Write a post, include a link
6. Send a Calendly invite, extract an email or phone number
7. Save a people search
8. Job search and save (to locate growing prospect companies)
9. Join a group
10. Find an event, host an event

LinkedIn profile optimisation

Checklist

1. Post a good picture - headshot
2. Headline (job title) – use as sales message opportunity
3. Background (top of the page)
4. About (summary of current role)
5. Contact information – including email and mobile
6. Add or update all previous work experience, education, and employment
7. Add five or more skills to your profile

Task

1. Review the list of LinkedIn functions and choose three that are new, and you will try.
2. Conduct a search to create a possible company
3. Choose one target company and research contacts to find a good person to approach.
4. Send an InMail or invite to connect.

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Ideas for using LinkedIn for Sales and Marketing

Introduction

1. SSI score https://business.linkedin.com/sales-solutions/social-selling/the-social-selling-index-ssi
2. 650m users and 30m companies cannot be wrong https://influencermarketinghub.com/linkedin-stats/
3. The best free marketing tool ever.
4. But know your business objectives

Making friends

1. Find a named person and invite them to connect with you
2. Search for contacts by job title and location
3. Saving the search and letting LinkedIn suggest others
4. Find, research and follow a target company (prospect)
5. Find multiple contacts within the company
6. Extracting their email address and contact data

Messaging, posts, and articles

1. What and how to send InMail's
2. Writing a post
3. Sharing posts, with comments
4. Writing an article
5. Sourcing content and images for articles and posts
6. Make video message or post

The right profile

1. Picture, banner, and headline
2. Summary, current position and uploads
3. Career history, education, skills, endorsements, recommendations

Groups, events, pages, adverts, and jobs

1. Join 50 groups
2. Start a group
3. Attend an event
4. Create and promote your own event
5. Page - showcase
6. Adverts
7. Search for jobs and save

Networking Online: LinkedIn for Sales Prospecting

Based on an article by Anna Bratton, Salesforce Account Manager in the UK. These will typically have a few decision makers who will affect a sale.

Tip 1: Never miss a chance to connect

Contacts are the currency of LinkedIn. If your contacts are predominantly family, friends and old school pals, you've got some work to do. Connections breed connections. Your first level contacts open up a route to a wide range of second and third level connections. This is how you scale your network. Strike while the iron's hot – whenever you meet anyone (online or off) always follow up quickly with a connection request while you are still fresh in their mind.

Tip 2: Discover a better way to map your prospects

One of the main things I use LinkedIn for is mapping out the decision makers within my target prospects. I deal with some very large multinational companies, so there can be numerous people involved in making and influencing a purchase. But even for smaller B2B sales, you'll often need to influence a number of individuals. Plus, with a little detective work, you can quickly build up a picture of who you should be talking to, what they're like (check out their recommendations) and what they've done before.

You can also build up a map of who reports to who and gain a clearer picture of the people you'll need to influence to make the sale. (For a start, take a look at the "Viewers of this profile also viewed..." box on their profile.)

Tip 3: Never make a cold call again

With LinkedIn, you can almost always learn enough about someone to make your call, or sales pitch (if you're further into the process), more relevant and useful to them. And it's not simply a case of digital stalking. Personally, I'm always open with the people I call about having looked at their LinkedIn profiles. I find it helps break the ice. Plus, it shows I've gone to more trouble than 90% of the other salespeople who call them every day.

I pay particular attention to changes in profile, status updates, connections we have in common and anything they've posted to a group (which can be reason enough to call them in the first place). Also, with a paid account, you can see expanded profiles of everyone on LinkedIn (not just those of your immediate contacts). This provides even more useful insights you can use to make a real-life connection.

Tip 4: Get past the gatekeeper with InMail

Ask anyone in sales – senior decision makers are a tough group to get through to. It's not surprising when you think of it: they get besieged with calls and emails every single day. So, to protect their time they screen calls, ignore most of their mail and have gatekeepers to prevent unwanted sales approaches from getting through.

While you might try everything you can think of to get through to senior execs using traditional channels, sometimes they are simply too well guarded. That's where InMail comes in.

InMail is LinkedIn's internal email system and allows you to send an email to any LinkedIn user without requiring an introduction. Basically, it ensures your email gets through to their inbox. LinkedIn claims that an InMail is 30 times more likely to get a response than a cold call (which, if anything, sounds conservative from my experience).

InMails are only available on paid accounts. The higher level the account you have, the more you get. On the entry-level business account, you'll get three to five InMail 'credits' each month. This means you'll want to reserve them for when everything else fails. But the good news is that if you receive a response to an InMail within 90 days – even a "not interested" response – the credit you spent to send it gets refunded.

Tip 5: Unlock a smarter way to search

LinkedIn has a fabulous search facility. With their advanced search you can find people by title, company, location or keyword. Grab a paid account and you can add company size and seniority level too. By intelligently mixing the different filters you can get really deep and identify key individuals quickly and easily.

You can also save your search criteria and get a weekly report listing anyone new who matches the customers you're looking for. So, for example, I could save a search for IT Security Managers in the pharmaceutical industry within 50 miles. Then, each week, I'll get an email with anyone new who matches my search (and who deserves a closer look). This is a powerful feature that you can use every day.

Tip 6: Learn what's happening in your prospect companies – follow them

As any salesperson will know, change creates opportunity. People join, people leave, companies make important announcements – any change can present a good reason to get in touch and offer to help.

LinkedIn makes discovering these changes easy. You can follow any company that has a LinkedIn page. That way you'll see anything that changes directly in your updates. It's an easy way to stay up to date and spot new opportunities.

Tip 7: Use groups for more than simply keeping up to date

Like most people on LinkedIn, I use groups to learn more about the industries I focus on, but they can also be a great source of new sales prospects. Member questions are great for telling you about frustrations and unmet needs. They can also give you the perfect reason for contacting a prospect.

But groups are incredibly useful in three other ways:

1. They can give you further insights into what's happening within a prospect company – how active they are, whether they're hiring etc.
2. They allow you to see more of an individual prospect's details – in particular their full name. This is usually restricted to first level contacts (which reinforces the importance of tip 1).
3. Group membership gives you both the reason and capability to make more connections (it's one of the criteria you can select when you send a connection request).

Tip 8: Make your profile work harder for you

While a lot of what I've said so far concerns outbound activity where you are going out to discover information and make contact, it's important not to ignore inbound too. If they're interested, your prospects will invariably look at your profile. So, it makes sense to ensure it is 100% complete and delivers a professional impression of both you and your company. Make sure you include current links to your company site, your Twitter account and Facebook page (I find that a significant number of people who check out my LinkedIn profile go on to follow me on Twitter).

You should also get some high-quality recommendations – especially from existing happy customers (quality is better than quantity). This will give visitors a better idea of what you're like as a person. After all, even in B2B, people still buy from people.

Finally, always add a photo. It makes you more tangibly real and creates a good impression. Make sure it's a good quality shot (nothing wacky or from a recent party) and remember to smile!

Tip 9: The 'look and look back' trick

It always amazes me how few people know that you can see who's looked at your profile. Unless visitors have set their profiles to anonymous, you can click on the "Who's viewed your profile?" link and see a list of them. The free account limits how many you can see while paid accounts give you the whole list. Of course, once you know this, it can become quite a compulsive activity. This can work for you in two ways:

1. The fact that someone looked at your profile is a good excuse to reach out with a connection request
2. If you look at other people's profiles, a certain proportion will always look back (see 1 above)

Even when you get visitors described as "Procurement Professional from the Pharmaceutical Industry" you can still click on them. LinkedIn will then give you a list which will include the actual visitor. It then takes just minutes to quickly visit each profile to show you've looked back.

Appointments by telephone

- Creating a call prompt sheet
    - Opening a call and taking control
    - Giving a reason to meet
    - Key questions to ask
- Voice tone, power words, phrasing

Resources

Time Blocking is Transformational for Salespeople

https://youtu.be/P1msbYalQFY

https://youtu.be/S8yFUyD_JXU

Benjamin Live Prospecting Call

Making telephone calls to gain appointments

You will need to make regular calls on a weekly or daily to create the new appointments or leads you need.

Each call needs to be prepared and planned, using proven statements and techniques.

Task

First read the notes in this handout – ten tips

Next, complete the following tasks ready for the role-play - telephone prospecting call.

Phone call – phase 1

1. How will you introduce yourself?

2. What is the reason you are calling?

3. Initial qualifying questions?

4. Describe your voice tone and speech rate?

5. Write down your one sentence description of your company or product range

"But first, can I ask you a few quick questions?"

Phase two: questions

Now make a list of a few targeted questions to uncover possible reasons to meet:

1.

2.

3.

Make sure you are asking probing or confirming questions for each one before moving to the next question.

"Tell me, example, describe..."

It is important it is a conversation not simply a prospecting phone call for sales pitch.

Be ready for questions they might ask you… (make a note of these here)

Tip: Try and turn them into a reason to meet

Phase three: Questions – what will they ask you?

Others you might get, including questions

1

2

3

Phase four: Asking for the meeting / benefits

Create a reason to meet summary, like the text below.

"From your answers - I feel a meeting could be of interest and benefit to you. I would very much welcome the opportunity to meet with you to share some ideas and find out more about your business priorities

Plus. I can show you how we are helping companies similar to improve their value for money"

Phase five: Ask for the appointment.

Now write down what you will say to confirm or get a meeting.

Be ready for "yes, but's…"

Put offs	**What would you say**
Too busy for meeting	
Not a priority now – too busy with other projects	
You need to talk to procurement	
Can you send me something	
We already do this	
I don't think you will find any savings	.

Ideas for telephone effectiveness

Many people would rather spend an entire day in a dentist's chair than go spend time phone calling. These phone calling tips won't eliminate your fear, but they will help you make calling a more successful experience.

1. Focus on the goal when phone calling

Beginners tend to think that phone calling is about making the sale. It's not. Specifically, the purpose of a call is to set an appointment to progress the sale.

2. Research your markets and prospects

You need to target your calls to the right audience. Use market research to focus on your target market. Then find out as much as you possibly can about the company or individual you are going to call in advance. This gives you the huge advantage of being able to talk about their business and their needs when you call them.

3. Prepare an opening statement for your call

This lets you organize your thoughts before calling and helps you avoid common mistakes in the opening of the call that would give the person you are calling the chance to terminate the conversation. For instance, you should never ask, "Is this a good time to talk?" or "How are you today?" Do not read your opening statement into the phone but use it as a framework to get the call and conversation off to a good start.

4. What should be in the opening statement of your cold call?

This organizational scheme for phone calling works well: Include a greeting and introduction, a reference point (something about the prospect), the benefits of your product or service and a transition to a question or dialogue.

5. Prepare a phone call outline for the rest of your call

Lay out the benefits of your product or service and the reasons your prospect should buy. Write out possible objections and your answer to them. Without a phone calling outline, it's too easy to leave something out or meander. Once again, it's not that you'll be reading your outline word for word when you call, but that you've prepared the framework of the call-in advance.

6. Ask for an appointment at a specific time when phone calling

Say "Would Wednesday at 11.30 a.m. be a good time to meet?" instead of saying "Can I meet with you to discuss this next week?"

7. Remember that gatekeepers are your allies not your foes

Be pleasant to whoever picks up the phone or is guarding the inner sanctum when phone calling. Develop strategies to get the gatekeeper on your side. Sometimes asking, "I wonder if you could help me?" will help you get the information you need, such as the name of the right person to talk to or when the best time to contact the prospect is. Learning the names of gatekeepers and being friendly when calling helps too.

8.Smooth the way for your cold call by sending a promotional item, an email or letter

This helps break the ice and gives you a reason to call. Pat Cavanaugh, sales guru of Inc.com says, "It's amazing. A crazy little item we've sent out has helped us get new accounts. When we call, they say, oh yeah......you were the one that sent me that...."

9. Do our phone calling early in the morning if possible

That's the best time to reach the decision maker directly, and for most people, the time that they're most energized.

10. Be persistent when phone calling

"Eighty percent of new sales are made after the fifth contact, yet the majority of salespeople give up after the second call" And above all, practice, practice, practice. While phone calling may never be much fun for you, you can get better at it, and the more you practice, the more effective a sales tactic it will be. The people who want to do business with you are out there – but you must let them know about you first.

Telephone calling – some guidance tips

Failures will always out-number successes but don't take this personally.

1. Always show a deep interest in your customers.
2. Treat each call as new and individual.
3. Prepare objectives but don't expect too much from your first call.
4. Go at the pace of the customer.
5. When you hear something positive – ask for some form of commitment.
6. Close on small steps – in selling if you don't ask you won't get!!
7. If you her something negative – acknowledge it and talk about it.
8. Let the customer guide the topic of conversation.
9. Prepare the call; gather all the information you have about the customer before you ring.
10. Work out your opening statement. It will do more than get you started.
11. Do not ask for commitment in your opening statement. Too much too soon.

Follow some basic rules

1. Put the customer first and run the call the way they want.
2. You must have a greeting, good morning, or afternoon.
3. Reconfirm their name – not yours.
4. Consider using just your first name if your full name is unusual or difficult to pronounce. You might even have an acceptable nickname!
5. Make a "big fat claim" to justify the customer giving you, their time.
6. Have factual and emotional evidence to back your claim.
7. Finish with a question to invite a response. If they interrupt – great!
8. You might ask if they can spare a couple of minutes for you. If they cannot, arrange to ring back. Make an "appointment" to ring back. It's not a cold call then, is it?
9. All of this has to be finished within 12 seconds. So, prepare carefully.
10. Record your opening, listen to it and practice varying your voice.
11. Only change one thing at a time.
12. When you are successful, ask why? Get feedback and develop your skills.
13. Be honest and you will be more comfortable sound confident.

Telephone calling prompt sheet – Getting appointments

Now, using your email and other notes as a guide, create a telephone prompt sheet or cards

Connecting - example Hello, good morning, my name is ……. I am calling from …. The reason I am calling is …(select) • to make an initial contact and find out more about your approach to • because we have not spoken before • to follow up my email from yesterday • I liked your online post • I was given your name by… • To follow up our meeting at the networking event last week • I noticed your recent post/press release • I have an idea that I think you might find of interest • I love cold calling • I have recently been working with a business very similar to yours ….. do you have a moment to talk now? Great…. may I ask if you have heard of us…. How much do you know about ------? (Present short impact statement / elevator pitch)
Now make notes on how you will start a call – first few seconds

Example call outline

Voice is slow, confident, matter of fact, serious.

You	Hello. Good morning, John <name> My name is <your name> I am calling from …. The reason I am calling you today is to follow up and email I sent you yesterday. / *Some other reason* And to see if we can get a date in the diary for a short initial meeting. Do you have a couple of minutes to talk now? (pause)
Prospect	
You	Thank you, I wanted to ask you a few questions and keep you update to some recent new information?
Prospect	
You	Question 1?
Prospect	
You	Question 2
Prospect	
You	Elevator pitch
Prospect	Can you explain further?
You	Rather than try and explain it now, would it be possible to fix-up a short initial meeting to discuss your current approach and share some ideas with you? How is your diary fixed for next week, for an online meeting, say 30 minutes?
Prospect	

Put offs	Possible response
Too busy	I just need 30 minutes; I promise to brief
Not a priority	I would just like to share some ideas that I think you will find of interest for the future, when things change
You to talk to procurement	I would be pleased to, but we work more strategically and need your agreement before contacting anyone else.
Can you send me something	No, not really. It is something I need to discuss and explain in a meeting.
We already do this	Great, we can keep you up to date
I don't think you will find any savings	You might be right, but it will cost you nothing to let us find about. It would be good to find out either way.

Summary of some more key points

1. Only sell the appointment
2. Remember "no's" are "not now"
3. Put the customer first and run the call the way they want.
4. Consider using just your first name if your full name is unusual or difficult to pronounce. You might even have an acceptable nickname!
5. Make a "big fat claim" to justify the customer giving you their time.
6. You might ask if they can spare a couple of minutes for you. If they cannot, arrange to ring back. Make an "appointment" to ring back. It's not a cold call then, is it?

Notes

Advanced online marketing tools

- Video email messaging – how it works
- Using your sales materials and tools effectively
- Researching and following companies on LinkedIn

Video messaging

Video for LinkedIn or email

A few useful links and websites

1. **Missinglettr – auto posting**
2. **Medium – content curation**
3. **Calendly.com**
4. **Youtube – video channel**
5. **Dux-soup – and LinkedIn auto messaging**
6. **Lusha – online prospecting**
7. **Expandi – auto messaging on LinkedIn**
8. **Getprospect.io / hunter – data extraction**
9. **Vidyard and personalised video emails – marketing tool**
10. **Hubspot CRM / email marketing**
11. **Google alerts – content**

https://share.vidyard.com/watch/x9ZJ9EXSz1WPT7fpUEAYu5

How to make your CRM work for you

Notes

Email writing and outreach

- Using AIDA and other templates for sales emails
- Vertical targeting emails
- Building awareness with an email chain

Review and analyse sales emails you have sent and received.

AIDA – a proven model for emails, advertising and online

AIDA as a framework describes the engagement stages a prospect goes through when he/she comes across an advertisement.

Attention	This is the subject or headline or flashy image that makes you pause. The pattern interrupts in the middle of your page-flipping that makes you look closer. In the case of email, the subject line plays this role.
Interest	The next stage of engagement is to transition this attention into interest. Often this is the trickiest part of the ad or email copy. We outline a few tactics to help you make this crucial shift and convert the initial attention into interest.
Desire	This is the promised land where you tilt the engagement level from Interest to Desire in what you offer. Useful constructs that you can deploy here are social proof, scarcity, showing how a prospect's life will change by using your product, etc.
Action	While not a big component of B2C print ads, when it comes to direct response/email marketing, this is an important stage in your prospect engagement and an effective CTA is the finisher that gets the ball rolling.

Attention:

The subject line and a snippet are all they see before deciding whether to open.

1. **Write multiple subject lines.** Try subject lines for every email and then choose the best.
2. **Keep it under 50 characters**. Imposing a 50-character limit forces you to make it crisp.
3. **Know your audience.** Your best bet for creating good email subject lines will be understanding your audience intimately and catering to their likes.
4. **Choose your tone**. Most good email subject lines rely on a conversational and casual tone to attract the audience. Write as you would speak
5. **Be Honest.** Users want to see that you are a trusted source. Your email body needs to deliver on any promises you make in your subject line.
6. **Test, test, test.** The best way to find what works for your audience is to **A/B test** your email subject lines.

Interest:

The first 2-3 sentences of your email play a big role in making this transition.

1. **Make it all about the prospect.** Rather than starting the email with "I am the sales manager at xx…", put the spotlight on the prospect. *E.g.: I noticed that you are using Mailchimp...*
2. **Ask them a question (while keeping it still about them)** E.g.: Are you looking for ways to scale your customer support?
3. **Tell them what made you write to them.** I came across your company when I was looking into XX
4. **Start with their pain point.** E.g.: As a fast-growing company, it must be challenging to find the right tools.
5. **Start with fear.** E.g.: Have you thought about what would be the impact on your business if you forgot to renew your domain?
6. **Lead with a compliment.** E.g.: Congratulations on the recent media coverage on {{company}} or I enjoyed reading your post on LinkedIn…

Once you have opened, a quick FAB **(Feature Advantage Benefit)** statement is a good way to introduce your product or offering.

- Eg1: We offer lead generation services that guarantee a steady flow of leads every month to your business. So, you can focus on closing more sales.
- Eg2: Trello is a project management software that your team will love to use. So, you can get more work done and have fun while you are at it.

Desire:

Now it's time to move things up a notch by creating desire. The fundamental construct behind this stage of engagement is that people buy what they want and not what they need. To put it in context, people need a car. But what they want is a Porsche.

When creating desire, you are trying to move beyond basic needs and make them "want" your product.

Various ways you can use to your advantage are:

1. 1. The Bandwagon effect.	2. Use the #1 Marketing automation software or Best-selling product
3. 2. Scarcity effect	4. Only 15 slots left this month
5. 3. Social Proof	6. Join companies like Uber and Airbnb, who use us to grow their social media presence
7. 4. Paint a picture of life after purchase	8. Never lose another customer again
9. 5. How it makes them feel	10. Be an influencer not a follower
11. 6. Exclusivity	12. Be among the first to use this cutting-edge technology

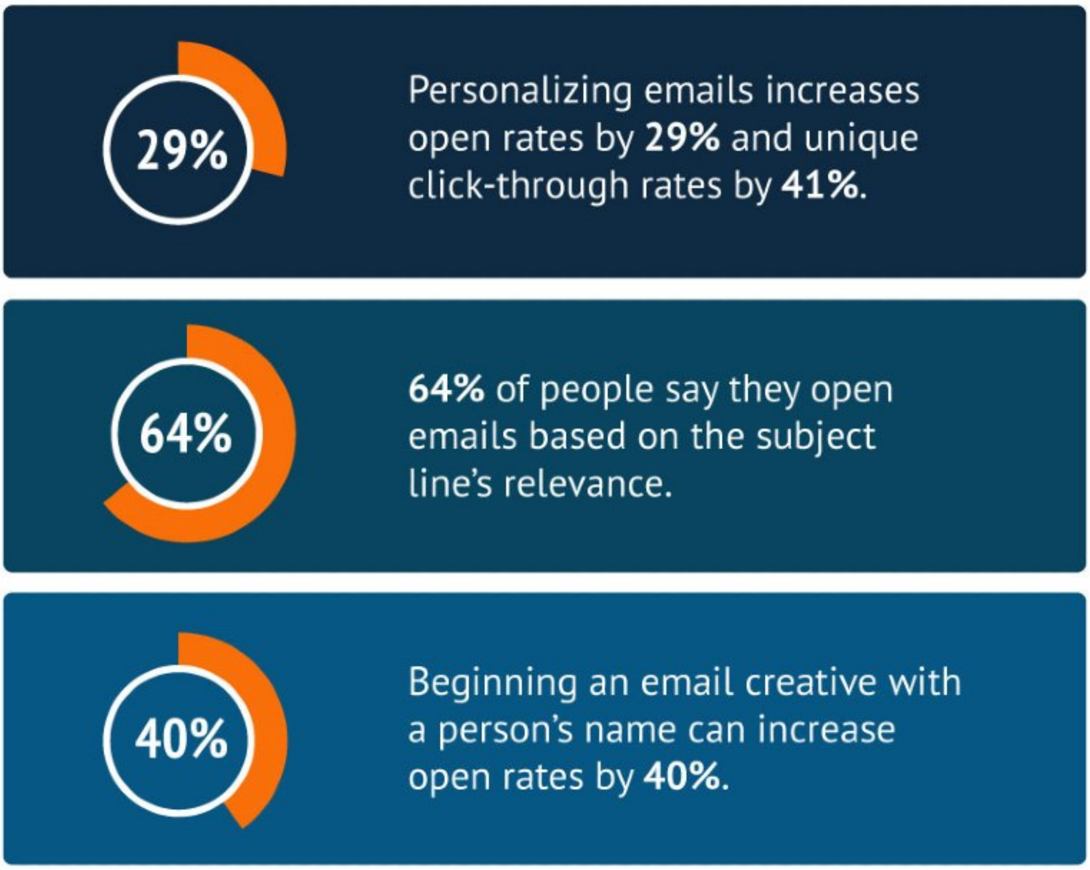
Action:

This is the final step in your cold email copy. Now that you have gained prospect's attention, retained their interest, and stirred up their desire for your product, it is time to get them to perform a specific action that you want them to do.

- Simple and easy call to action
- Make it as low friction as possible
- Be specific and say exactly what you want them to do
- Don't add multiple options. Having one single call to action works better

Eg1: Can we schedule a call later this week to discuss how we can help improve conversions?

Eg2: Would you mind letting me know if this is a focus area/key priority for your company?



How to write effective subject lines

1: KISS – keep it short and simple

Simple subject lines need to be **direct, succinct, and straightforward**. People will appreciate a little simplicity in their inbox from time to time. Here are some examples:

- Sending You an Offer
- An Idea for You
- Mission Achieved
- Goaaaaal!!

Tip: Write the subject line last

As a practice, it is recommended that you write your subject line after composing the email body and not the other way round. That way, you can read through your email and try to sum it down to a few crisp words.

2: Ask a question

Not only do **questions inspire the desire to answer**, but they can also be a way to wiggle yourself into your prospect's shoes. For example, "Need some extra admin help?" will make the average overworked person think, "Yes!" and that feeling of "You know me, and you get me". This can translate to an opened email.

- Too many leads to follow up?
- Need more sales leads?
- Losing sleep over legal compliance?
- Taking too long to hire rockstar engineers?

3: Make it personal

A personalized email subject line would tell your prospect that this is not a template.

You can use their name or company name. Or you can personalize around geography by talking about events, ideas, conferences etc., that are taking place in the prospect's local area. Or things you know about them, recent news posts, etc.

- Janice Morgan, your next trip is on us
- A Stock Portfolio for Justin Carver
- Bernie Madoff, Happy with your Stockbroker?
- Coming to Dreamforce? Drop by our stall

4: Make them smile or laugh

A humorous subject line can really stand out among the mundane and dull emails surrounding it. But **humour is very subjective, it thrives on exclusivity**, which isn't always great if you're trying to appeal to the masses. However, if you know your audience well and your emails are targeted, a well-placed humour can work.

- There are no deals in this email (Groupon)
- Impress Your Cranky CEO
- We Like Being Used (The Muse)
- Papa's in the House (a Papa John's email promoting an offer)

-

5: Make them curious

Using a curious subject line can get people's attention without giving too much away information.

- I might just an old fool having a rant, but…
- Here is a way to crush your top competitor
- Hidden Truths: 17 Ways to Get More Leads
- Have you seen this, unbelievable?
- Your customers are waiting

6: Sense of urgency - #FOMO

Most of us have a deep, inherent terror of being left behind or missing out. Many people respond better to the threat of losing than to the promise of gaining.

Time-sensitive offers, releases, pre-releases, launches, etc., can be a very effective means of getting your readers to respond and act.

- Only 3 weeks left to crush this quarter's targets
- 5 Slots Left in this Webinar
- Last chance to grab this offer

7: Use numbers or lists

Using numbers into your subject line attracts attention, as our brains are naturally drawn to digits. This tends to be why top 10 lists are so successful. Lists are easier for our brains to process and make us hungry to find out more.

- 5 Steps to turn around your SEO
- 3 Ways we can help you
- 4 Reasons Why You Need to Use a Sales Emailer
- 3 Ways to improve your page loading speed

Summary

There isn't a one-size-fits-all answer to crafting the best email subject line. The best thing is to put yourself in the shoes of your reader. Giving value is the simple way to achieve the highest open and click-through rates.

As easy as ABC

ABC model

Our aim is to be understood and gain some sort of action, result or feedback. However, many people do not think like that. Their aim is to sound important, to impress their readers.

Business writing is based on clear and concise vocabulary. We cannot skip on accuracy – be it grammar, spellings, punctuation, or facts. We should always be brief and clear.

The **A B C** of business writing.

A good writer will always be specific and precise. They avoid long words in rambling sentences where the message is lost.

There is no special language for business writing. You should write as you speak, as if you were delivering the message to a person sitting at the other side of your desk. Avoid business clichés. These are often used because we can't think of a suitable alternative.

Business writing is best when it is Accurate, Brief and Clear (from vagueness and cliché).

Accurate

Lack of accuracy will give the impression that the writer is slapdash or unsure of the facts or ignorant. So:

- Facts should be correct, complete, and relevant.
- The reader should end up with the same picture in their mind as we have in ours
- Be specific about dates, times etc.
- Avoid ambiguous phrases.
- Watch out for words which get confused through similar spellings – homophones.

Brief

Keep it short because this saves the reader's time and makes understanding easier.

- 4% of readers will understand a 27-word sentence at first reading.
- 75% of readers will understand a 17-word sentence at first reading.
- 95% of readers will understand an 8-word sentence at first reading.

If we aim to keep most sentences below 15 words their impact will be much greater. If a sentence is to have a strong impact it should be less than 10 words long. This means using:

- Shorter words when they convey the same meaning as longer words.
- Avoiding words we would not normally use.
- Shorter phrases to simplify the structure of sentences.

Clear

Clear writing results in quick, efficient reading without having to stop, check and re-read the communication. To make yourself clear:

- Start by making the subject and purpose of the communication clear with a proper introduction.
- Focus on the purpose of the communication and keep to the point.
- Avoid vague phrases and be precise wherever possible.
- Use headings and consistent numbering.
- Use jargon or technical language only when you are sure it will be understood.
- Imagine explaining the facts by speaking to the reader.
- Use the active, not the passive voice.
- State things in the positive, not negative.

e.g. Passive: The contents of the flat were examined

Active: The police examined the contents of the flat

Passive: It was decided at the meeting that ...

Active: The meeting decided

Email marketing activity

Task

Write an email to a prospect or possible new contact.

The goal is to **get a first meeting** and warm-up a phone call that you will make to them in the few days.

Remember, only ‘sell’ to the next stage; promote the benefits of a meeting as much (or more than) as the benefits of what you offer.

Key points

It might be easier to:

- Target on one company or industry sector.
- Write to a company or person you know already.
- Follow the AIDA model to create one or more emails you use immediately.
- Write as you would talk.
- Use short words, short sentences, and short paragraphs.

Be ready to present back at the end of this exercise.

How to use drip email campaigns

Drip email campaigns are powerful because they enable you to establish familiarity with recipients through the mere exposure effect, and they allow you to *be persistent*.

Most salespeople and marketers give up after a couple of attempts. But a significant chunk of people will say “yes” only after saying “no” several times.

In other words, if you drop off too early, you’ll miss out on potential customers.

Drip email campaigns are also good because they can be automated. With the right tools, you can set and forget your drip email campaigns, and let emails flow in response to triggers initiated by your prospects and customers.

Email Drip Campaign Best Practices

Of course, your drip email campaign isn’t going to be successful automatically.

So, what is it that makes for an effective drip campaign?

Defined objectives.

First, you need defined objectives. What are you trying to achieve? And don’t say “sending more emails.” Every campaign needs to have a goal. And every email in that campaign needs to have a goal, even if it’s something simple like “introduce the brand” or “get a sign up for a free trial.”

Segments.

Good campaigns also have segments. You should be segmenting your audience by intention, demographic, and other factors. If someone downloads an eBook, they should fall into a different branch of the drip campaign. If someone signs up for a free trial, they should fall into a different branch. (If automated).

Audience targeting.

The same message doesn’t work for everyone. You’ll need a variety of different messages, meant to target specific audiences based on behaviour, location, or other unique identifiers.

The right frequency.

If you send too many emails, you’ll be seen as spammy and annoying. That’s a bad look. But if you send too few, you may not get your message across or build brand familiarity.

The right duration.

You also have to send the right number of emails. I don’t know what that number is for you, since it varies by company and by goal. But the number is more than 2, and it’s probably less than 10.

The right timing.

These factors should all be grouped together since they’re interrelated. But you’ll also need to think about timing. Wait at least a day between emails, and preferably a few days (i.e., don’t send 20 emails a day like a madman). But at the same time, don’t wait too long, or your prospect may forget about you.

Great subject lines.

I know we talk a lot about the importance of subject lines in email sales and marketing. But it's worth it! I promise! Subject lines may very well be the most important element of your email. So, spend time perfecting them!

Escalation (to a degree).

Introductory emails in a drip campaign should be mild, unassuming, and low pressure. Over time, your emails should escalate—to a degree. You never want to pressure or bully a prospect, but you should be a little more direct in your CTAs.

Past references.

Your drip emails shouldn't come out of nowhere. They should tie back to the messages you've sent in the past. For example, in one email, you may introduce prospects to an eBook, webinar, video or another piece of content. An email in the future may follow up and ask those prospects what they thought about your content.

Measurement and analysis.

One of the most important factors for your success is your ability to measure and analyse your results. Experiment with different variables to see how your results change.

Email Drip Campaign Best Practices

1. Keep it simple. Be a human.

People are more likely to respond positively to emails that look like they were sent by an actual human who actually typed the email. Avoid using fancy HTML formatting, fancy images, or anything else your design team thinks looks good. Just use simple text with no formatting.

Feel free to use GIFs in your emails, though – they inject personality in your emails and help them stand out! Here's an example of the first email in a cold outreach sequence that I like to use, starring my dog, which people LOVE! It's not a GIF, but it conveys that I'm a real human. And how can anyone resist the cuteness of my dog?

2. The "From" line matters a LOT

Your "from" line should reflect an actual email address that looks real. Not something like Jayson.demers@emailanalytics.intercom-mail.com. No, you need to use a real email address that passes the eye test.

3. Keep it short.

Nobody has time to read long emails, these days. Keep your emails a few sentences, at most.

4. Let people respond directly to your drip emails.

Don't send drip emails from an @noreply email address. Let them reply directly to your emails, and when they do, answer them – by a real human!

5. Be authentic.

Everyone is sending drip emails. To make sure yours stand a chance of being read before they're deleted, inject some personality into them. Don't just be another brick in the wall – be a yellow brick in a red wall

Example

Email Drip Campaign Example 2: Following up with a prospect

Let's say someone signs up to download a premium piece of content you offered on a landing page. This person is now officially a prospect.

The right drip email campaign can bring them around and persuade them to convert.

Email 1

Subject: Thanks for downloading our eBook!

Hi [name],

I just wanted to reach out and say thanks for downloading our latest eBook.

Did you know that [brand] has helped more than 50,000 customers improve their productivity?

If you have any questions about our book, our services, or our brand overall, don't hesitate to reach out.

Thanks,

[signature]

This email is a simple welcome that thanks the prospect and keeps your brand top of mind.

Email 2

Subject: What did you think?

Hi [name],

Have you gotten a chance to read our eBook? If so, what did you think?

One of our biggest findings is that our customers struggle with productivity. Are you satisfied with your current productivity?

Thanks,

[signature]

Another simple follow-up with a cursory invitation for further discussion—and possibly an opportunity to close the sale.

Email 3

Subject: 20 percent boost in productivity

Hi [name],

[Brand] has helped thousands of people improve their productivity by 20 percent or more. You can see some of their stories on our Testimonials page!

Are you ready to transform your workplace?

We can help

Everything starts with a free analysis. Schedule your free consultation or reach out to me directly with any questions you have!

Thanks,

[signature]

This email leads with a compelling subject line and pushes harder for a conversion.

Improve your team's email response time by 42.5%.

TRY IT FREE

Email 4

Subject: Is this… goodbye?

Hi [name],

I haven't heard from you in a while. No worries—I know you're busy—but if you get the chance, I'd love to talk with you about [subject]. No strings attached! I just want to learn more about you and your company.

If you're not interested in hearing further from me, just let me know.

Thanks,

[signature]

This should probably function as the "breakup" email. If you don't hear back, it's time to move on. We're playing to peoples' sense of loss aversion with this one.

Networking, exhibitions

- Building on existing contacts for referrals
- The role of networking; professional introducers
- Working an exhibition stand or event

Six ways to make people like you

1 Become genuinely interested in other people.

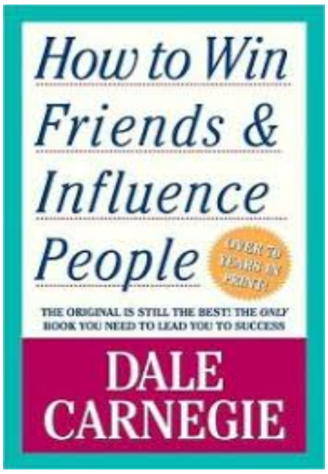
2 Smile.

3 Remember that a person's name is to that person the sweetest and most important sound in any language.

4 Be a good listener. ...

5 Talk in terms of the other person's interests.

6 Make the other person feel important - and do it sincerely.



Networking 30 second summary – "How much do you know about me?"

Write a short capability statement (elevator pitch).

"Let me give an overview of

Specialises in ….

We work with organisations and _______________ (job title) to help them achieve, save, do…

Three things or areas that make us different are:

My role is

Now list questions to invite them to talk about their organisation and role

How to become a master networker

The following traits were ranked in order of their perceived importance to networking. They're the traits that will make you a "master networker."

1. **Follows up on referrals and inbound leads -** the No. 1 trait of successful networkers. If you present an opportunity, whether it's a simple piece of information, a special contact or a qualified business referral, to someone who consistently fails to follow up successfully, it's no secret that you'll eventually stop wasting your time with this person.

2. **Positive attitude**. A consistently negative attitude makes people dislike being around you and drives away referrals. Positive business professionals are like magnets. Others want to be around them and will send their friends, family and associates to them.

3. **Be good at conversation**: It's been said that the best three personal characteristics are confidence, empathy and enthusiasm. Building able to start, develop, maintain and exit conversations with complete strangers is skill that will earn you money!!

4. **Trustworthy:** When you refer one person to another, you're putting your reputation on the line. You have to be able to trust your referral partner and be trusted in return. Neither you nor anyone else will refer a contact or valuable information to someone who can't be trusted to handle it well.

5. **Good listening skills:** Our success as networkers depends on how well we can listen and learn. The faster you and your networking partner learn what you need to know about each other, the faster you'll establish a valuable relationship. Communicate well and listen well.

6. **Network always**: Master networkers are never off duty. Networking is so natural to them that they can be found networking in the grocery store line, at the doctor's office, at a party, as well as at the chamber mixers and networking meetings.

7. **Thank people:** Expressing gratitude to business associates and clients is just another building block in the cultivation of relationships that will lead to increased referrals. People like to refer others to business professionals that go above and beyond. Thanking others at every opportunity will help you stand out from the crowd.

8. **Enjoy helping and sharing information**: Helping others can be done in a variety of ways. Master networkers keep their eyes and ears open for opportunities to advance other people's interests whenever they can.

9. **Sincere**: Insincerity is like a cake without icing! You can offer the help, the thanks, the listening ear, but if you aren't sincerely interested in the other person, they'll know it! One of the best ways to develop this trait is to give the individual with whom you're developing a referral relationship your undivided attention.

10. **Works their network**: It's not net-sit or net-eat, it's net-work, and master networkers don't let any opportunity to work their networks pass them by.

How to work a room

Join a small group or ‘crowd’ (to meet more people in less time)

- Breaking in: “Hi, mind if I join the conversation? What are you talking about?”
- Inviting others: “Would you like to join us? “, then open a space in the circle

Identify the key individuals you want to meet

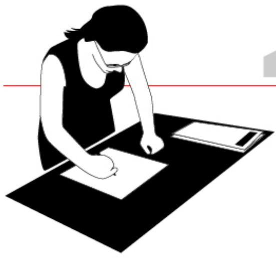
- Mavens, Connectors and Sales(wo)men
- Direct questions directly to them
- Review names and repeat for retention

Leaving the Conversation

- “Excuse me” (walk away with purpose)
- “Do you have a card? I’d like to talk more about ____ when we have more time.”
- “I’m going to mingle a little more to meet (target audience). Do you know anyone like that here?”
- Reconnect with specific individuals AFTER the group breaks up to collect contact info for follow up.

DO YOU KNOW

HOW TO WORK A ROOM®?



1 PREPARE

Practice a 7-9-second engaging self-introduction; a pleasantry.

Check websites, journals, newspapers and news curators.

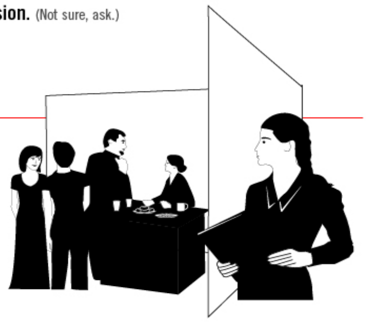
Collect 3-5 conversation items (NEWS/STORIES/SPORTS/ENTERTAINMENT) "just in case."

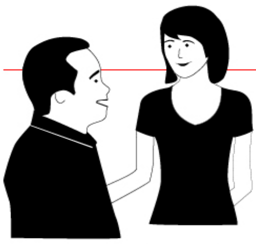
Dress for the occasion. (Not sure, ask.)

2 ENTER

Take a deep breath and step inside the room.
Glance around and observe:

- Locate the food, bar, seating and hosts.
- Look for people you may know.
- Observe where groups are gathered.
- Greet the hosts or greeting committee.
- Ask to be introduced to specific people or groups.





3 MEET AND MINGLE

Speak to the people standing alone.
It's easier and they'll be appreciative.

Have a collection of common bond icebreakers in mind.
Stick to event, venue, theme or purpose of the event, the food, the weather; what you have in common.

Act like a host. Welcome, introduce and chat with others.

Introduce people to each other. "Have you met? I'd like you to meet. You ought to know each other."

Small talk leads to BIG TALK! "Is this your first regional conference, tweetup, MS fundraiser?" "Who do you know, the bride or the groom?" "Are you a member of the association?" "What brought you here?"

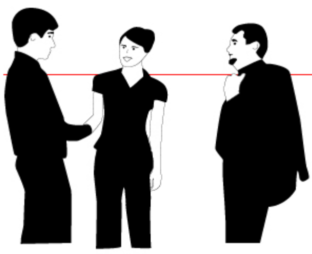
4 BREAKING AND ENTERING

Pick an animated group of 3-5 people.

Stand on the periphery.

When acknowledged, step into the group.

DO NOT change the subject.
Lose your agenda. You're the invited guest.



5 EXIT GRACEFULLY

AND MOVE ON

Extend your hand for an "It was nice to meet you" handshake.

Ask for a business card/offer yours.

*Move a quarter of the room away toward another group or person standing alone.

REMEMBER TO: SMILE and maintain eye contact. Always RE-introduce yourself with a first and last name. Rinse and repeat. Follow up.

Action plan and learning summary

Most important learning points from today.

1.

2.

3,

Action plan to increase your sales prospecting skills and activity

Action	How, who, when, what

How to win friends and influence people, Dale Carnegie.

Part 1: Fundamental Techniques in Handling People:

- Principle 1: Don't criticize, condemn or complain.
- Principle 2: Give honest and sincere appreciation.
- Principle 3: Arouse in the other person an eager want.

Part 2: Six Ways to Make People Like You

- Principle 1: Become genuinely interested in other people.
- Principle 2: Smile.
- Principle 3: Remember that a person's name is to that person the sweetest and most important sound in any language.
- Principle 4: Be a good listener. Encourage others to talk about themselves.
- Principle 5: Talk in terms of the other person's interest.
- Principle 6: Make the other person feel important - and do it sincerely.

Part 3: How to Win People to Your Way of Thinking

- Principle 1: The only way to get the best of an argument is to avoid it.
- Principle 2: Show respect for the other person's opinions. Never say, "you're wrong."
- Principle 3: If you are wrong, admit it quickly and emphatically.
- Principle 4: Begin in a friendly way.
- Principle 5: Get the other person saying "yes, yes" immediately.
- Principle 6: Let the other person do a great deal of talking.
- Principle 7: Let the other person feel that the idea is his or hers.
- Principle 8: Try honestly to see things from the other person's point of view.
- Principle 9: Be sympathetic with the other person's ideas and desires.
- Principle 10: Appeal to the noble motives.
- Principle 11: Dramatize your ideas.
- Principle 12: Throw down a **challenge.**

Part 4: Be a leader: How to Change People Without Giving Offense or Arousing Resentment

- Principle 1: Begin with praise and honest appreciation.
- Principle 2: Call attention to people's mistakes indirectly.
- Principle 3: Talk about your own mistakes before criticizing the other person.
- Principle 4: Ask questions instead of giving direct orders.
- Principle 5: Let the other person save face.
- Principle 6: Praise the slightest improvement and praise every improvement. Be "hearty in your approbation and lavish in your praise."
- Principle 7: Give the other person a fine reputation to live up to.
- Principle 8: Use encouragement. Make the fault seem easy to correct.
- Principle 9: Make the other person happy about doing the thing you suggest.