

# The Ultimate Guide to Email Prospecting



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## 1. Introduction to Email Prospecting

"I'm Jane Kerry, the new account executive for Super Stuff. I'm writing to introduce you to our company and see if you have any needs for our offering ..."

DELETE

"Dear Project Manager ...."

DELETE

"Pat, Hope you're doing well. Just wanted to connect with you and explore common synergies between your company and mine ..."

DELETE

"Good morning. My name is Terry. I would like to know if I could possibly send your company some promotional product options and quotes via email? ..."

DELETE

"Jack, we specialize in offering a full range of ...."

DELETE, DELETE, DELETE



Selling is tough. When you're trying to engage prospective customers via email, it's even tougher.

**According to email provider ExactTarget, people only take 2.7 seconds to decide if they will read, forward or delete a message.** These busy people sit with their finger on the delete button ready to blast you into oblivion the moment they detect that you're trying to sell them something.

So what does it take to capture their attention? Is it even possible to craft an irresistible message that compels potential prospects to immediately hit "Reply" and request a meeting with you?

Yes, it is. People just like you have used the strategies in this ebook and been amazed at how well they work. For example:

- One seller sent an email to the CEO of a company and just eight minutes later got a return message asking for a conference call.
- Another salesperson had been trying unsuccessfully to reach a decision maker for months. When she changed her messaging, she got a request for a meeting 30 minutes later.
- An inside salesperson used these strategies to set up meetings with marketing VPs. While his competitors were battling it out in purchasing, he'd get the business with no competition.

**Got your attention now?** I sure hope so because today's crazy-busy prospects rarely answer the phone and seldom get back to you when you leave a message. That's why you must integrate email into your account entry campaigns. It's fast eclipsing the phone as the primary vehicle for initiating a conversation.



In fact, for many of your prospects, it's the preferred method of communication because they can:

- Read a message much faster than listening to a rambling voicemail.
- Decide which messages to read now, defer to later or not read at all.
- Easily give a quick response and be done with it.

In short, email respects your prospect's time. If they're not interested in what you have to say, they can move on. If so, they can connect effortlessly.

### SNAP Factors Matter

What's behind these lightning-quick decisions? I spent several years studying this behavior before I wrote *SNAP Selling*, my newest book that's focused on selling to frazzled people. I discovered that they evaluated every sales interaction (phone calls, emails, meetings) by asking themselves these four key questions.

- **How simple is it?** In other words, does it require effort for me to quickly grasp the meaning or will it throw me into overload?
- **Does this person bring value?** Yes, they're making a decision about YOU personally. Not your company, service or solution. You!
- **Is this aligned with my objectives?** Unless what you say is clearly aligned, it's irrelevant and not worth even one more second of their valuable time.
- **How big a priority is it?** Urgent matters always take precedence over everything else.

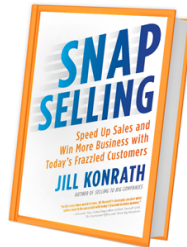


Those questions are the foundation of the four SNAP Factors: **S**imple, **iN**valuable, **A**ligned and **P**riority. Your prospects use these factors to make their decisions. Every single email you send is judged against these criteria. But look at the fulcrum point on your prospect's scale below.

amazon.com.

**#1 Bestseller!**

Speed up sales and win more business with today's frazzled customers



### SNAP FACTORS



There is no middle ground. You're either tightly *Aligned* with their objectives – or you're not. You either sound like an *iNvaluable* resource – or you don't. You're either talking about a *Priority* – or you can wait. You're either making it *Simple* – or you're not.

When your emails meet these criteria, you pass their internal SNAP check and you get a response. If not, it's promptly sent to the dreaded D-Zone where you get DELETED.

## 2. Foundation: What You Need to Do First



### The Price of Admission


Frazzled prospects expect you to invest time learning about them before initiating contact. Failure to do this homework will get you deleted in a heartbeat. There are no shortcuts.

Here's the good news! Your email messages can be prospect magnets when you take these SNAP Factors into consideration. Now, let's take a look at what you need to do to make that happen.

Here are some guidelines to follow:

**Medium to Large Companies.** If you're calling on bigger organizations, you need to have a reasonable understanding of their needs, issues and concerns. They want you to know about their industry and marketplace trends. Always spend time on their website before crafting your email messages. You might also want to read industry journals, visit their association websites or subscribe to relevant blogs. Make sure to use LinkedIn to gain insights on the individuals that you'll be contacting.

**Small Business.** If your focus is on smaller companies, you can't invest as much time learning about each one. They don't expect that. However, your prospects do want you to know about similar businesses (e.g., high tech firms, dental offices) in their market space. Or, they want to know you've worked with individuals in similar positions (e.g. HR Director, VP of Marketing) at other companies.



If you don't do this homework, you haven't earned the right to meet with them. They can tell by what you say in your messages. And, they're watching for it. So, make sure you start with the research.

That's what turns you into an *iNvaluable* resource.

### **Finding the Opportunity**

Despite being tough to reach, your prospects really do need your help. They're too busy to effectively deal with everything that needs to get done. They're expected to do more this year than last, but with fewer resources and in shorter time frames.

**If you have ideas, insights and information that can help them reach their objectives, they'll want to meet with you.**

You need to have a valid business reason for contacting your prospect. By that, I don't mean to sell them your stuff. That's your reason. They could care less about that. They want to know why it would be worth their valuable time to spend 5 minutes, 30 minutes or an hour with you.



Focus your research on these areas to ensure you're *Aligned* with what's important and addressing a key *Priority*:

- **Goals or Challenges:** In researching companies, you'll often uncover specific statements regarding their business direction and the issues they're facing. Also, if you typically work with certain decision makers (e.g., controllers, plant managers, social media directors) or vertical markets (e.g., law firms, hospitals, manufacturing), you should know what's top of mind for them. For example, I know that VPs of Sales in technology companies are always concerned about meeting their forecasted numbers. This enables me to create a compelling reason to meet.
- **Strategic Initiatives:** Again, when you do your homework, you'll frequently find mention of what the company is doing to ensure they reach their objectives. Perhaps their focus is operational efficiency. Maybe it's outsourcing or bringing new products to market quicker. If you can figure out how your offering aligns with what they're trying to accomplish, that's another very important reason "why" someone would agree to meet with you.
- **Trigger Events:** A trigger event is something that happens either internally or externally to an organization that has the potential to create an urgent and compelling need for your product, service or solution. Suddenly new priorities emerge from this occurrence – ones that are a catalyst for change. Examples of trigger events include: 3rd quarter earnings, increased gas prices, new legislation or management changes.



**Download** your free copy of *Leveraging Trigger Events* now.

Using trigger events is a highly effective strategy for getting your foot in the door. It's all about the SNAP Factor of *Priority*. You can get a free copy of my *Leveraging Trigger Events* ebook at <http://bit.ly/Trigger-Events>



## Who Do You Contact?

My first rule of thumb in dealing with medium-to-large companies is to identify multiple decision makers within an account. The reason? You don't want your entire future with this company to hinge on just one person.

**Identify a minimum of 3-5 points of entry to significantly increase your email prospecting success.**

For example, if you typically sell to the Marketing Director, you might also want to initiate contact with this person's boss, a same-level colleague, and several underlings.

When you're doing this, it helps to list the various job titles that the people you're trying to reach might be called. As an example, the Marketing Director might also have these titles: CMO (Chief Marketing Officer), VP of Marketing or Marketing Vice President.

**Where do you find their names and contact info?** If you're calling on a small business, they may be listed on the website. But if not, you need to do a bit more research. I've always had good luck with:

- **Free Resources:** LinkedIn's advance search function can help you to identify a number of people to contact within the organization. You can use all sorts of criteria (e.g., position titles, company names, geographic locations) to help you identify potential contacts.
- **Service Providers:** For a small monthly fee or even trading, there are a number of excellent companies that can give you this information. Personally, I have had good luck with **Jigsaw**, **Hoover's**, **ZoomInfo** and **NetProspex**. You can even buy lists of people who meet your criteria from these firms, saving you lots of time.

Your job? To  
jolt prospects  
out of their  
complacency.

- **Asking for Help:** Sometimes just picking up the phone can get you the information you need in short order. Just make sure you're focused on the specific division and functional area that you want to reach first.

### **Always Aligned: Know Your Value Proposition**

Over 90% of the people you reach out to contact via email are not looking to make a change. But over 70% of them aren't happy with their current system, provider or product. That's where the opportunity is! These unhappy people could be tempted to change IF they were approached in the right way. What does it take?

**Strong value propositions jolt your prospects out of complacency with the status quo and move them into action.**

Being more specific, a value proposition is a clear statement of the tangible results the prospect gets from using your product or service. Notice that I said it's a description of a result, not what you're selling. At this point, your prospects only care about if the outcomes can help them reach their goals. They don't care one iota about you, your company, or your razzle-dazzle product or service.



A powerful value proposition includes these three components:


- **Business Driver:** These are the goals/objectives by which your prospects' performance is evaluated. Examples might be: cost of goods sold, defects, customer churn, revenue, turnover.
- **Movement:** To capture people's attention, you need to emphasize a positive variation from the status quo. In short, you improve, reduce, minimize, eliminate, expand, shrink or speed up what they're currently doing.
- **Metrics:** If you can add metrics to your value proposition, you make it significantly more powerful. Use percentages, dollars (euros, yen), and time frames.

Here are some examples of powerful value propositions:

*For a web marketing firm:* "We help our clients shrink online shopping cart abandonment rates by 5-15 percent, resulting in revenue increases that average 24.11% in just the first three months."

*For an engineering design service:* "We help manufacturing firms significantly lower their energy costs. Two of our recent customers, manufacturers like you, realized an average savings of 17.7 percent."

*For a printing company targeting restaurants:* "We help restaurants leverage their menus to energize offers and drive revenues. Last year, the Yummy Foods chain saw their average orders increase 75 cents at the same time that customer loyalty rose 2.3 percent."



Notice how enticing they are? The right prospect would be thinking, "How did they do that? I need to learn more." And that's exactly what you want to happen.

The key to email prospecting success is in the preparation. Yes, it takes you more time. But that time has a huge payback so it is well worth it. Now let's take a look at the guidelines you need to follow to ensure your message gets read!

Keep your  
prospecting  
emails under  
90 words.

### 3. Guidelines: What You Need to Do to Be Extremely Effective

How complicated can it be to write an effective email message? Because it's so easy to jot a quick note and send it off, most sellers don't take the time to study this part of their prospecting efforts. But, when you pay attention to the guidelines, you'll see a significant difference in your response rate. And, that's what it's all about.

#### Mastering the Basics

Here are the primary things you need to think about before you even craft your message.

**Length.** Keep your prospecting emails under 90 words. Shorter is nearly always better when dealing with today's crazy-busy prospects. Remember that many people are reading your messages in their preview screen or mobile device. They hate scrolling and worse, they hate rambling messages.

**Look.** Simple text (black and white) messages are essential when reaching out to a new person. If you have fancy templates, save them for your friends or family. They don't evoke the image of a highly capable resource. Also, think carefully before using logos, and definitely avoid using colored fonts. Logos and color, especially red, catch the eye of spam blockers.

**Links.** If you have some good resources on your website that you want to drive your prospects to, only send one link per email. People will look at one link, but more than that sends them into overwhelm. Future emails can include the additional links.

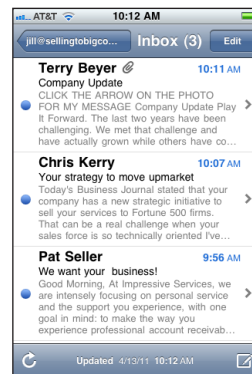
Pay attention  
to subject lines.  
They matter.

**Attachments.** Don't send any with your first email. People are wary of opening attachments from strangers. But after you've initiated a conversation (either online or via phone), it's okay to send an attachment. Again, just send one at a time. If you send more, they won't read any.

**Proofing.** Read your emails three times. Then print your email and read it again. You'll be surprised at how different it looks, and you'll catch overlooked errors. Spelling and obvious grammar errors give prospects the opportunity they're looking for to hit the delete key.


### What Should You Put in the Subject Line?

Your subject line ultimately determines if your prospect reads your email – or not. Remember, they're evaluating it based on the 4 SNAP Factors: *Simple, iNvaluable, Aligned and Priority*. And, you need to realize that your message is just one of many. If it doesn't catch your prospect's attention quickly, it's immediately deleted.



Here are some real examples of bad subject lines:

- We Want Your Business
- Exciting announcement re: our new product launch!
- Company Update
- New Project
- Check out our end of the month pricing
- You popped up on my calendar
- Something Special – Just for You!
- How to increase your sales!



If you've got a referral or useful name, by all means use it in your subject line. It's the ultimate way to get a quick reply. Subject lines that address immediate concerns, company changes or critical business issues are also highly effective.

Here are some examples of subject lines that will get read:

- Sally Smith suggested I get in touch with you
- Quick question about next month's conversion-rate goal
- Possible fix for falling click-through rates Jim mentioned
- Ideas for new client acquisition initiative
- Time-to-market question on your X-10 rollout

These subject lines show that you're focused on what's important to your prospect. You're *Aligned* with their objectives. You're addressing a *Priority*.

Plus, nothing is capitalized in the subject line either and there aren't any exclamation points. By writing subject lines this way, you avoid sounding like a self-serving salesperson. Instead, you sound like you're already working for the company.



## Crafting the Message that Can't Be Ignored

First, remember: it's all about them. Any talk about yourself, your wonderful company, or your dazzling solution will get you deleted in a nanosecond. You've got to immediately establish credibility, which means keeping the spotlight squarely on your prospect.

It's important that this discussion is peer-to-peer, even if the person you're contacting is a senior-level executive and you're just starting your own business. In America, use first names to start the email, not Ms. Smith or Dr. Benning. Also, don't preface the name with anything like "Dear Pat," or "Good morning, Terry." You don't do that for internal emails to your colleagues so don't do it with prospects.

### 1. Establish Credibility

In the very first sentence of your message, you need to demonstrate that you're worth listening to. Here are three ways you can do this:

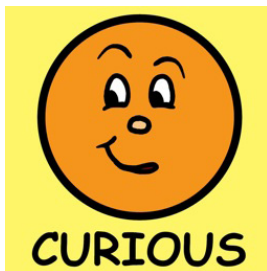
- **Reference a referral**, if you have one. You can make your first sentence even more powerful by noting the business issue behind the referral. For example, you might write, "In discussing your lead generation challenges with Maria, she mentioned that you'd be the best person for me to talk to."
- **Show you've done your homework**. You might: 1) Mention a key strategic imperative you uncovered on their website; 2) Make a statement about your work with other people in their position and your knowledge of the key challenges they're facing; or 3) Say something about other similar companies you've worked with and what you know about their primary objectives.



- **Mention a trigger event.** If something has recently happened to their company, division, industry or the environment impacting it, bring up the topic and tie it in with your reason for the email. For example, you could write, "I recently read in the Business Journal that your company is expanding into new markets." Or, "With the recent changes in health care legislation, most HR departments we're dealing with these days are struggling to figure out the best way to ..."

You need to do this in ONE SENTENCE. I know it's hard, but you need to edit your message so that it only includes the important stuff. If you don't get right to the point, your prospect will delete you.


Also, since many cell phones have their inbox set to show just the first sentence, it's crucial that this sentence be relevant and credible.



## 2. Pique Curiosity

This is the heart of your prospecting email. Screw up here and you're deleted for sure. This is where you deliver the "why" they should be talking to you. And remember, it's all about how you can improve things over their current status quo. Use these three approaches to generate a high level of interest.

- **Share your value proposition.** Make sure you do this as it relates to their business. For example, you might say, "We work with marketing departments to shrink time to revenue on new product introductions. One of our recent clients was able to reduce the time by 3 months, resulting in an additional \$4.7 million to their bottom line in the first year alone."

- 
- **Bring them ideas.** Nothing is more tempting to busy, overworked people than an outsider who has ideas on how to help them achieve their objectives. If you've worked with other similar firms, you could write, "I know that one of your primary objectives in the upcoming year is to increase sales to Fortune 500 companies. I've worked with many other high tech companies on this challenge and have some ideas that you might find useful."
  - **Offer invaluable information.** Again, frazzled prospects need help. If you have resources that can get them where they want to go, they're interested. Your website might have white papers, case studies, interviews, ROI calculators and "how to" information on it. Your company might be offering webinars, seminars, or other events that are educational in nature.

Get the idea? You might write, "All the pharma companies we're dealing with these days are struggling with the new serialization requirements for packaging. That's why we prepared a 7-point checklist on this topic."

There is not one single word about your exciting new product, cool services or leading-edge technology. Nada. Not one word. Because when you focus on that, you run the risk of deletion. And you don't want that to happen.

Your email  
objective?  
To start a  
conversation.  
Not sell.

### 3. Gracious Close.

The whole purpose of your email message is to start a conversation. So at the end, you need to do that. Here are some examples of what you can close with:.

"Let's set up a time to talk about this. We just need a 5-minute conversation to get started."

"After looking at that white paper, let's get together for 30 minutes to discuss how it relates to your business."

"I'll send you a meeting invite for a short conversation next Tuesday afternoon. If that doesn't work out, let me know how your schedule looks on Thursday morning."

**Sign Off.** Forget old-fashioned stuff like "Sincerely" and "Yours truly." Don't use a cursive signature; it calls into question your credibility. You're writing a modern email letter. End with your name (first and last), company name, direct-line telephone, cell number and website. If you've created a good LinkedIn page, you might want to include that as well – just in case the recipient wants to check you out.

Using your title is optional. If you're officially called "Sales Rep" on your business cards, it's hard to position yourself as a peer even if you're the most brilliant person in the world. So consider leaving it off if it doesn't put you at the right level. People do not need to know your exact job title. What they want to know is if you can make a difference for them.



## 4. Examples: The Good, The Bad, and the Deleted

Now let's pull all this information together so you can see the difference. On the following pages are some BAD examples of prospecting emails. They're real, although the names and companies have been changed to protect the guilty. Plus, they've actually been shortened because the seller blathered on-and-on!

After each BAD example, you'll find a GOOD version of the email from the same seller. Make sure you notice how you can 1) Establish Credibility, 2) Pique Curiosity and 3) Graciously Close in just 90 words.

As you read the emails, notice the prospect's thoughts on the left hand side. I've tried to show you what they're thinking as they read a typical "salesy" email as well as their thoughts on a well-crafted one.

Finally, remember you have only 2.7 seconds to avoid being deleted. As you read the messages below, think about being the recipient and notice your own reactions. Would you delete the message? If so, when and why? Or would you keep reading? You can learn a lot when you put yourself in your prospect's shoes.



## Prospect's Thoughts

## BAD Email Example #1

Subject line: Web and Mobility Solutions

*That's sure personal.*

Dear Partner,

*Who cares! No need to read more; we're already working with someone else.*

We are a BigTech Gold Certified Partner headquartered in Los Angeles with an offshore delivery centre in India. We offer customized IT service for the Web and Mobile platforms. Our approach is to work as a partner & seek growth in our client's growth.

*This isn't relevant to me.*

Our expertise is on the following technologies:

- Mobile: iPhone, Android, Blackberry, Window Phone7
- Open Source: PHP, Joomla, Drupal, WordPress
- Cloud Offering: Amazon, Windows Azure

*Does this person actually think that these long lists capture my attention?*

We offer the following solution to our customers:

- Mobile Application
- Custom Application Development
- Online collaboration solutions
- Social Media apps integration
- And many more Web 2.0 applications

*Don't wait to hear from me!*

Do let us know if you have any project planned for the future and I will immediately get you a competitive proposal.

Ken Ihope



Prospect's Thoughts

## GOOD Email #1: Fixed to Get Results

*What kind of question?  
Better read this.*



Subject line: Question about company plan to expand

Janet,

*He's done his homework.  
He knows my Priorities.*



I just read your interview in Mark-It News where you mentioned your company's plans to expand your franchise operations by 35%.

*Mmmm. This is Aligned with my  
business objectives. I wonder what  
they did to create those results.  
I'd like to learn more.*



In the past year, we've worked with three other franchisors to drive significant traffic to their newly opened locations. On a comparative basis, same store sales in the three months were up between 17 – 23% over previous launches.



Would you be interested in learning how we did this? I'm available next Thursday, May 6th. Give me a time, and I'll give you the details.

Ken I hope

### Commentary

Notice the fundamental shift in tone. This email is about something that's happening with the prospect's company now [*Priority*] and how the seller could potentially help them. It's extremely short and to the point. [*Simple*] There is no mention about the technology because it's irrelevant. All that matters is how the technology was applied to the business challenge. [*Aligned*] The writer has piqued curiosity and demonstrated credibility [*iNvaluable*] in just 86 words.



Prospect's Thoughts

## BAD Email Example #2

*Another pushy salesperson!*



Subject line: Exciting Promotional Offer for You!

*A form letter. He doesn't even know my name.*



Good morning,

*Who? I don't believe you.*



Recently people in your company have expressed interest in CAND-x and our many services.

*So you think I'm impressed? Nice typo, too.*



In my short 18 months here at CAND-x I have over 200 clients using our marketing services for many reasons on many varies types of projects.

*I bet you would! But it's not going to happen.*



I hope to have a value-based conversation with you and your company on how we can help you reach your future goals.

Please let me know the best time to reach you. Hope to speak to you soon!

Best regards,

Pat Solutions

*Why in the world would anyone bother?*



P.S. If you are looking for a great bargain ... since it is the last week of the month we're offering a special discount of 35% off if you act now!





### Prospect's Thoughts

## GOOD Email #2: Fixed to Get Results

*Terry referred him to me.  
Wonder what it's about?*



Subject line: Terry Fisher says you're interested in better lead gen strategies

Jeff,

*It sure is tough to get leads.  
He knows our challenges.*



Terry Fisher told me today that you two were talking about how tough it is these days to get new leads in the door. It's a big issue that all consulting companies face right now.

*Sounds interesting.  
Certainly worth a 30-minute  
conversation.*



After looking at your website and registering for your white paper, I have some thoughts regarding where you may be losing people in the process. And, I've got some ideas you can implement fairly easily that should have a positive impact on lead conversion rates.

Let's schedule 30 minutes to talk some more about this.

Pat Solutions

### Commentary

Once again, pay attention to the brevity (90 words), the directness of the message [*Simple*] and the high relevance [*Aligned & Priority*] to the prospect. Also, in this case no specific metrics were used. This seller has ideas [*iNvaluable*] – and you can be assured that they involve using his services. But again, the services aren't mentioned. They're unimportant. The only thing that matters to the reader is his own business.

Plan on  
making 8-12  
contacts before  
giving up.

## Launching an Email Prospecting Campaign

When you're trying to set a meeting with a prospect, using email by itself is almost always insufficient. Plus, most people seriously underestimate the sheer number of contacts it takes to actually get that to happen.

From the onset, you need to plan a minimum of 8 – 12 touches. You can call people up. Send them letters. Invite them to events. Share good information with them. But think in terms of multiple contacts from the get-go. That way you're not disappointed when you don't get immediate results. And, you can spread your message (key points, value proposition, expertise) over time in the various mediums you use. Here are some additional ideas you can use in your email prospecting campaign. They'll help you get that meeting set up.

## Resend an Existing Email

This simple strategy can be extremely effective. All you do is piggyback off an earlier email to draw your prospect's attention to it.

Subject: RE: Reducing relocation costs without impacting services

John,

I'm not sure if you received my earlier email, so I'm resending. The customer I mention below achieved that savings with only 15 relocations/year. I know you do lots more. Do you have 10 minutes for a short conversation?

----- Original Message -----

Note: Include your entire message below. Also, keep the headers (To, From, Date, Subject) intact.



## Link to a Resource

Another powerful strategy for email success is to provide a link to a resource on your website. This gives your prospect a chance to get a feel for you and your company. However, here are a few caveats: Do not send your prospects to a Product page. Do not send them to an About Us page. Do not send them to a Solutions page. Do not include multiple links in an email. You only get ONE!

What can you send them to? Educational resources such as "how to" articles, white papers, case studies, audio downloads or interviews. Here's an example of a prospecting email that sends an invitation to the company website:

Subject: Question about upcoming product launch

Cindy,

I read in the WSJ yesterday that you're expecting to receive FDA approval for a new ulcerative colitis drug in the next few months. When that finally does happen, you're going to want to get it into the market quickly.

We recently helped another pharma company slash their packaging delivery time from 18 days down to just four days. You can read how we did it at: [www.packco.com/casestudy](http://www.packco.com/casestudy).

Would you be interested in a quick conversation next Tuesday? Let me know a time that might work for you.

Kim Prospector

Don't forget  
to use the  
phone too.

Again, 90 words. And this time, you're giving them a chance to go to your website and learn more. While they're on your site, they may poke around too. That's good. But only send them one link per message.

### Pick Up the Phone

Another way to set up that meeting is to use your email as a set up for a phone call or vice versa. This can be especially effective if there's urgency to your prospect's problem. Here's an example that combines a trigger event with a time-sensitive issue. Notice how the phone call is tied into the email.

Subject line: Disaster Recovery Issues

Margaret,

As a result of the recent hurricanes, many firms were challenged with paying their employees on time. I suspect that some of your stores may have struggled with this issue as well.

Because the penalties for non-compliance with state laws governing payment of wages can be pretty stiff, many retailers are currently evaluating payroll cards as part of an improved disaster recover plan.

I'll give you a call shortly to see if we can get a time on the calendar to talk about this.

Connie Versation

This *Simple* message (84 words) is *Aligned* with key objectives and focused on new *Priorities*. Additionally, it positions the seller as an *iNvaluable* resource. When she ultimately makes the phone call, she will basically deliver the same message. And, she'll also have a well-thought out question ready to engage her prospect in a discussion.

## Email Blasts to Multiple Prospects


By now, you're probably wondering if it's okay to send the same email to multiple people. The answer is yes. But here are some things you need to keep in mind.

- **Tailor your messages.** If your database includes a variety of people in different industries or positions, you may want to create different versions of your email campaigns for your various segments.

Why? Because the VP of Finance at a manufacturing firm is concerned about different things than his counterpart at a services company. And, even within one organization, the CIO (chief information officer) has different objectives from the CMO (chief marketing officer).

But within each of the segments you create, you will often find very similar goals, issues and concerns. For example, I work with business-to-business sales forces, primarily in the technology or services sector. I know that virtually all the Sales VPs who hire me are concerned with new customer acquisition and speeding up the sales cycle. Because of that, I can craft a series of messages that would appeal to many of them.

- **Limit the recipients.** While it might be tempting to send out messages to 100 or more people at the same time, it's not effective. You're launching a campaign. That means you need to do follow up – like picking up the phone and calling too. First, think about the number of people you can "for sure" contact in the upcoming week. It's probably fewer than 50. So, limit your sends to your follow-up capacity.

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- **Send individual messages.** If you use a standard email program (e.g., Outlook, Gmail, Entourage, Mail), don't be tempted to save time by blind copying all 50 people in on the same message. This can turn into a major nightmare if anyone responds to you with the "reply all" function. Before you know it, everyone is upset and your credibility is shot.
  - **Leverage technology.** To really maximize your email prospecting initiatives, you'll want to consider automating your sends as well as tracking how prospects respond to your messages. Lots of Sales 2.0 companies have technology that enables you to see if a person opened your email, how long they read it, if they clicked on any links or if the message was forwarded to others.

Additionally, you might to start sending out an email newsletter on a regular basis (e.g., monthly, weekly). This is a great keep-in-touch strategy you can use and will be highly effective – if you ensure that it's educational.



## 5. Conclusion: Remember What's Important

We've covered a lot of ground in this eBook. Let's reiterate the key points, which can have a significant impact on your success in launching email entry campaigns that are powerful and effective.

- **Your prospects are crazy-busy.** Your Number One competitor is the status quo. The last thing in the world that people want to do is create more work for themselves. They're already on overload. Change, even good change, is disruptive. Your email must provide the prospect with the motivation to tackle an additional project.
- **Your prospects don't care about your product.** They don't care about your services. They don't care about your solutions. They simply don't care about anything else but their own business objectives.
- **You've got about three seconds** to move a person from having no interest in you or your company to a position of interest, where they want to learn more and are willing to engage in a conversation with you.
- **Do your homework.** Emails are a great tool to get you in the door. But unless they're grounded in knowledge of the industry, position or company, they sound trite. The more personalized your messages, the more effective they will be.

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- **Crafting effective prospecting emails is a skill** that you can master. You've got the way to do it right here. Remember the SNAP Rules:

- 1) Keep it Simple
- 2) Be iNvaluable
- 3) Always Align
- 4) Raise Priorities

- **You're not selling anything, yet.** The goal of your email is to initiate a conversation about issues and challenges that confront your prospect today, or soon will.

Your decision to master the skill of email prospecting will pay off BIG time. While you're having business-oriented conversations with your prospects, your competitors will be desperately trying to get their foot in the door.

When you use these strategies, prospects will want to meet with you. They'll willingly open up about their business objectives, needs and issues. They'll rely on your guidance in making their decisions – and will make them faster. They'll choose to work with you.

Every ounce of your effort to write effective, powerful emails will be paid back many times over.





## About Jill Konrath

Jill Konrath is an internationally recognized sales strategist and author. As a frequent speaker at sales conferences, annual meetings and kick-off events, she shares fresh sales strategies and practical advice that actually works when selling to today's crazy-busy prospects.

**SNAP Selling**, her most recent book, soared to the #1 sales book on Amazon within hours of its release. **Selling to Big Companies**, her 1st book was selected as a "must read" by Fortune magazine and has been an Amazon Top 20 sales book since 2006.

### Get More Fresh Strategies

If you liked the ideas in this ebook, make sure you check out Jill Konrath's new Prospecting Tool Kit that contains four free must-have sales tools. They'll help you open more doors -- and ultimately close more sales.

Download the Prospecting Tool Kit now: <http://bit.ly/ProspectingKit>



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