

Keynote:

Matthew Bellows, Yesware

Speaker: Matthew Bellows, CEO | Yesware



We built an email productivity suite deeply integrated into Gmail and Outlook

The screenshot displays the Yesware interface within a Gmail environment. On the left, the Gmail sidebar is visible with folders like 'Inbox (8)', 'Starred', 'Sent Mail', 'Drafts (1,176)', 'Advisors (2)', 'App', 'Customers (10)', 'Exacs', 'Funding', 'Investors', 'Invoices (4)', 'Marketing (1)', 'Operations (27,157)', 'Outlook', 'Partners (12)', 'People (273)', 'Personal', 'Press', 'Reviews', 'Sales (28,800)', 'Some Day', 'Team', 'User Support (63,138)', and 'Website'. The main content area shows an email list with columns for checkboxes, stars, senders, subjects, and times. The 'Important and unread' section is expanded, showing emails from Keith Zalenski, Ruth, Steve Soliner, Erin Mooney, Steele Divitto/USA, Matt Golden, Adrian@kami.ie, and Michael, me, Michael (3). The 'Starred' section shows a 'New section' and the 'Everything else' section shows emails from Google Docs, Yesware Billing Support, Drew Silverstein, GoodData Events, Elio, 'Jon, Jason, Peter (3)', Michael Fauscette, Quora, Envoy, and Gorilla Lacrosse (2). On the right, the 'Touchpoints' sidebar is active, showing a list of contacts with their names, titles, and 'To Do' items. The contacts listed are Nate Castro, Smita Bakshi, Tim Gleeson, Sean Blagsvedt, Peter Cannone, and Brian Kelly.

Prioritize time with real-time email tracking on who's engaging with your emails and attachments

Schedule emails when you know prospects are most likely to open and respond

Identify effective messaging by tracking open/reply rates on email templates

Scale automated sales processes with automated follow-ups and smart to-do lists



with calendar integrations to book more meetings and gather that data

The screenshot displays the Yesware 'Book A Time' interface. On the left, a sidebar shows email management options like 'Inbox (1)', 'Sent Mail', 'Drafts', 'Lists', and 'More'. The main area features a calendar for the week of June 4-10, 2017, with a dropdown menu for selecting meeting duration (15, 30, 45, or 60 minutes). The calendar shows various meeting slots, including 'Yesware x Openplus' and 'Sales Team Meeting'. A 'Book A Time' button is visible at the bottom left of the calendar area.

Book A Time

Book on Calendar
ginelle@yesware.com

15 minutes
✓ 30 minutes
45 minutes
60 minutes

Yesware x Openplus

Location (Optional)
Conference Room 2

Description (Optional)
Add Meeting Description, Call Information, etc.

INSERT TIMES

Help us improve the Book A Time feature, [share your feedback](#).

Book more meetings by eliminating wasted time going back and forth

Auto-send meeting invites when recipient selects preferred time for meeting

Capture meeting data such as meeting types and participants in your CRM for reporting visibility



Yesware Says Yes to \$13M VC Funding, No to Tech Bubble



Gregory T. Huang

June 11th, 2015

@gthuang

@xconomy

Like Us

Somewhere between the early-stage rocket ships and later-stage unicorns, there is a group of tech companies quietly building their businesses. Yesware is one of those companies.

The Boston-based maker of software for salespeople occupies a mid-stage niche in the startup market. The 70-person company has been around since 2010 and has been growing steadily. No one would accuse it of being caught in a bubble, which is refreshing. If anything, there has been a relative **dearth of mid-stage funding deals** over the past year or so.

SHARE



Reprints



We Also Study and Post About Email Best Practices on our blog

Three Studies for today:

Open rates: Open rates pulled anonymously from 6,000+ salespeople that use Yesware

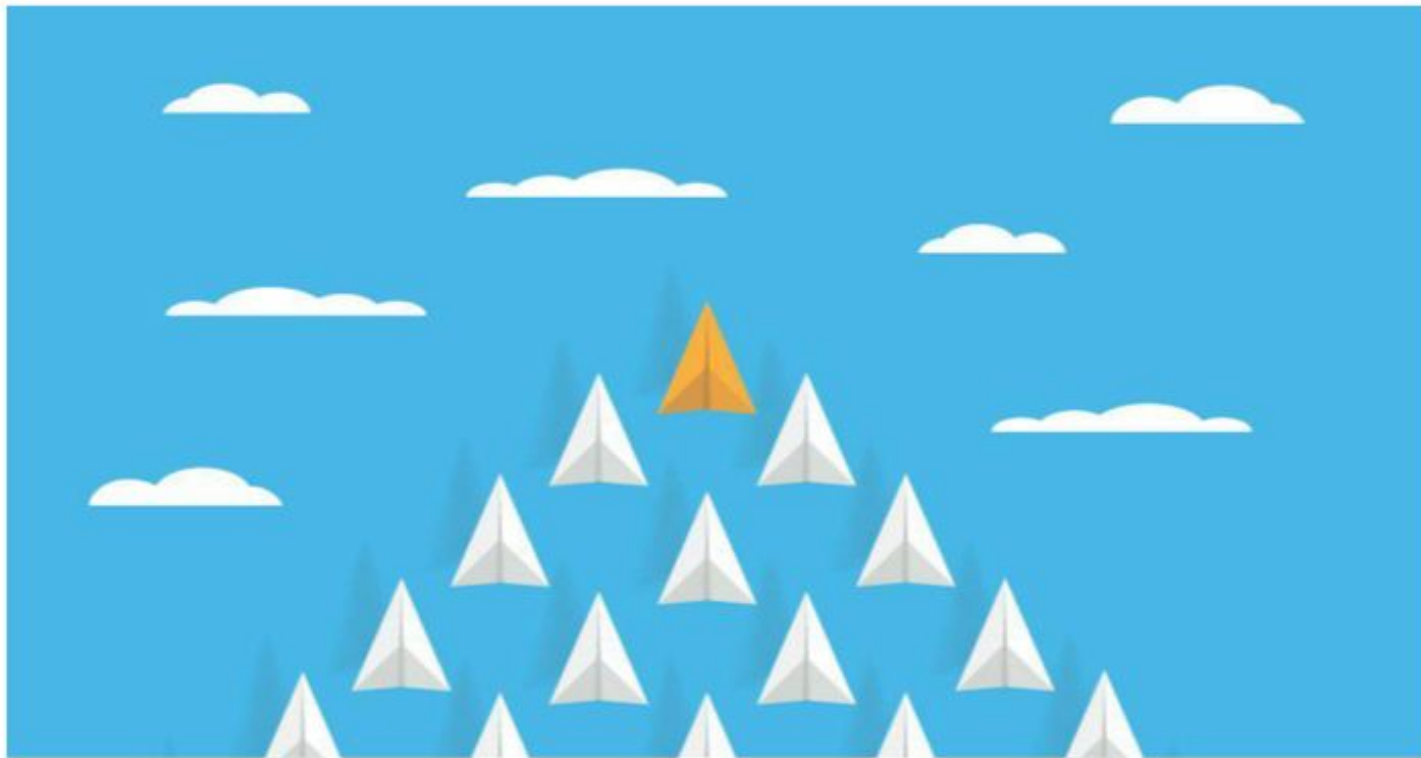
All Reply Rates: 22,743,966 sent, 7,916,979 replied

Benchmark: Same date range, one leading inside sales company - 1,090,464 sent, 423,765 replied

Sprinkled Throughout: Tips and Sample Email Templates

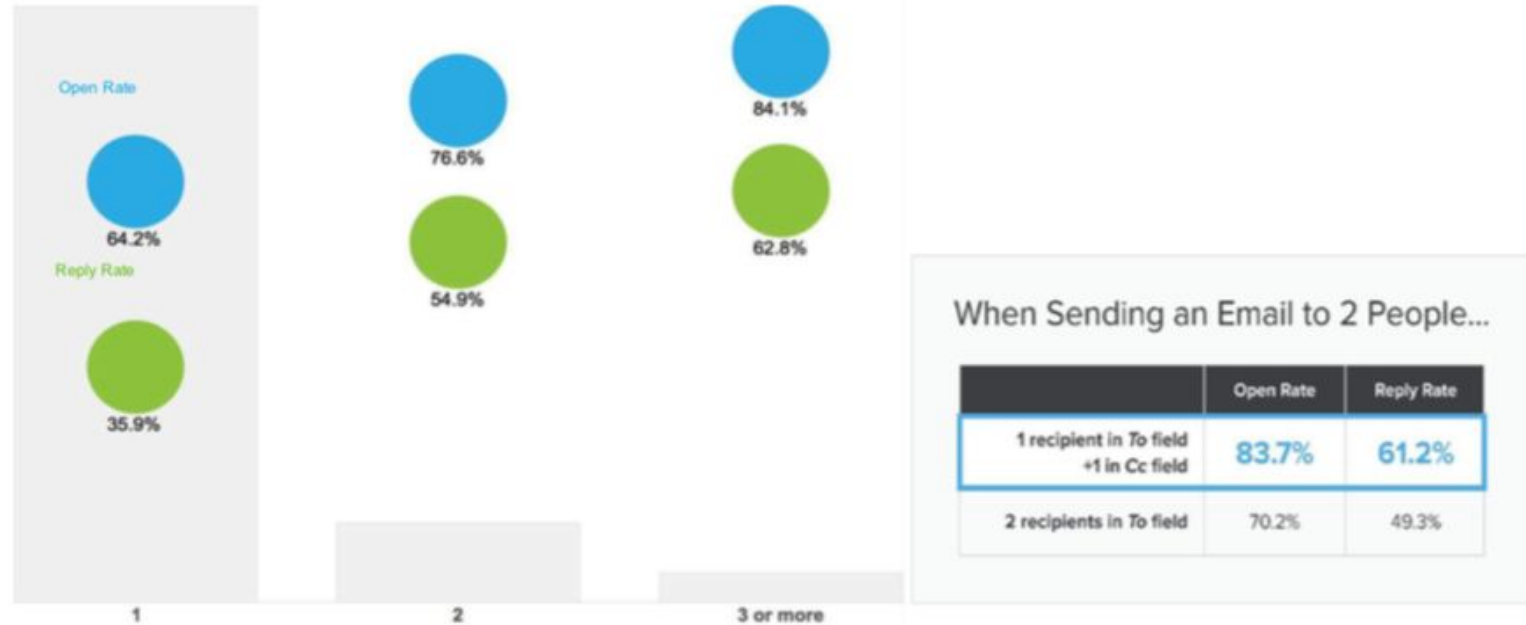


Rising above the noise



Number of Recipients Matters

Observe what happens when an email is sent to two recipients



Tip: When sending emails to two recipients, send to one and copy another

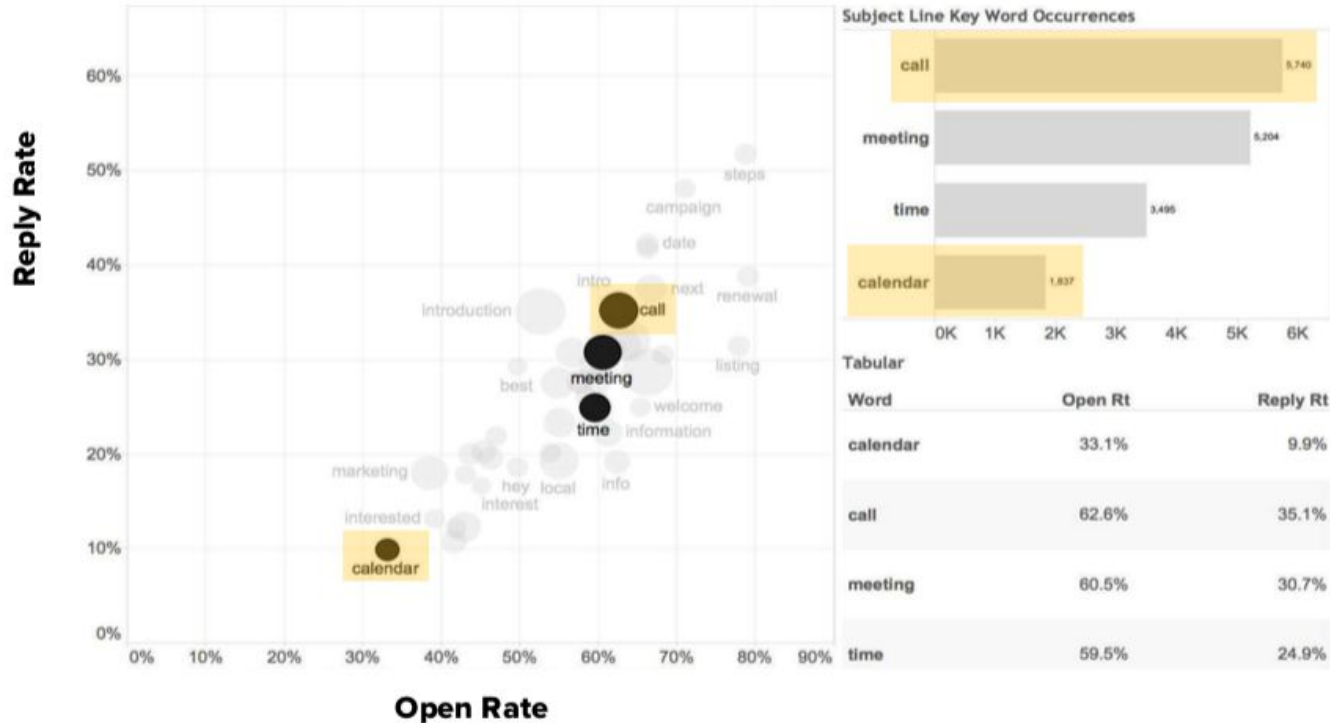


Subject Lines Matter

How to organize your subject line to improve open rate and reply rate



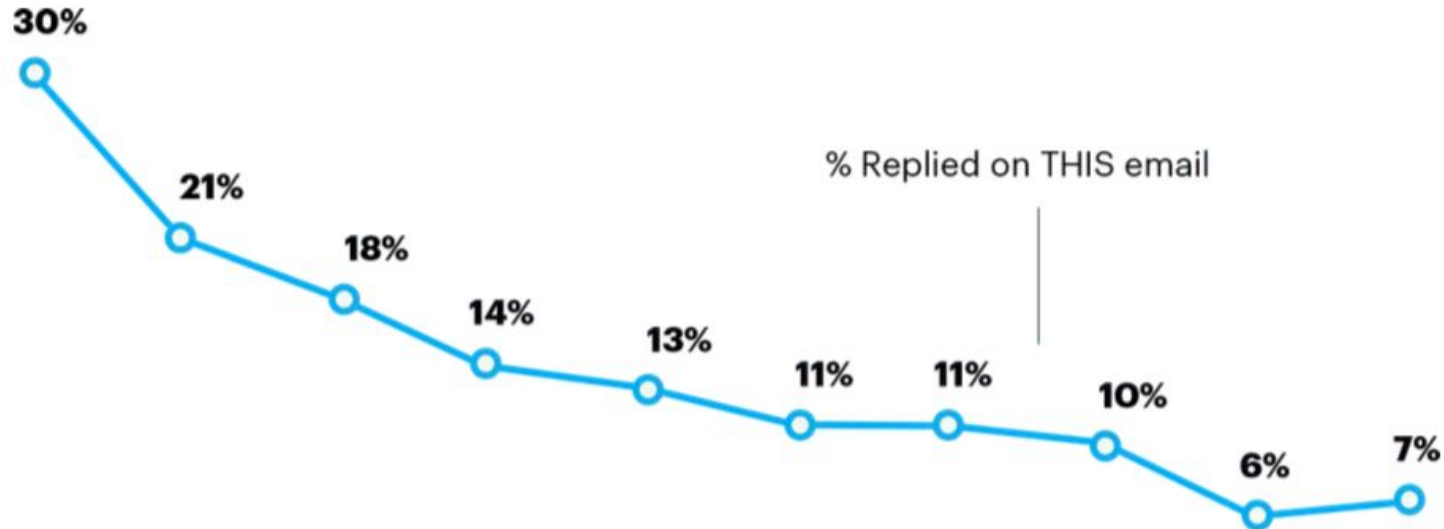
How to schedule a meeting? Subject line keyword analysis reveals the best words to use!



**Should I keep sending
if I haven't heard back
from my recipients
after (that many)
emails?**

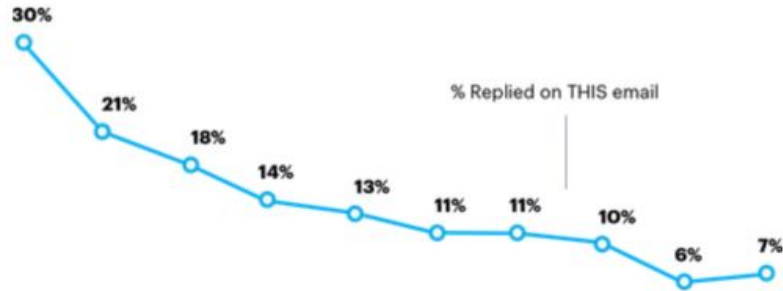


How many emails should I send to get the first reply?



How many emails are you sending?

How many emails should I send to get the first reply?



70% of Unanswered Sales Email Chains Stop After Email #1



Tip: Keep on emailing since you have not emailed enough



Poll time!

**How many emails do
you typically send to
prospects?**



How soon do we expect our emails to be opened or replied?

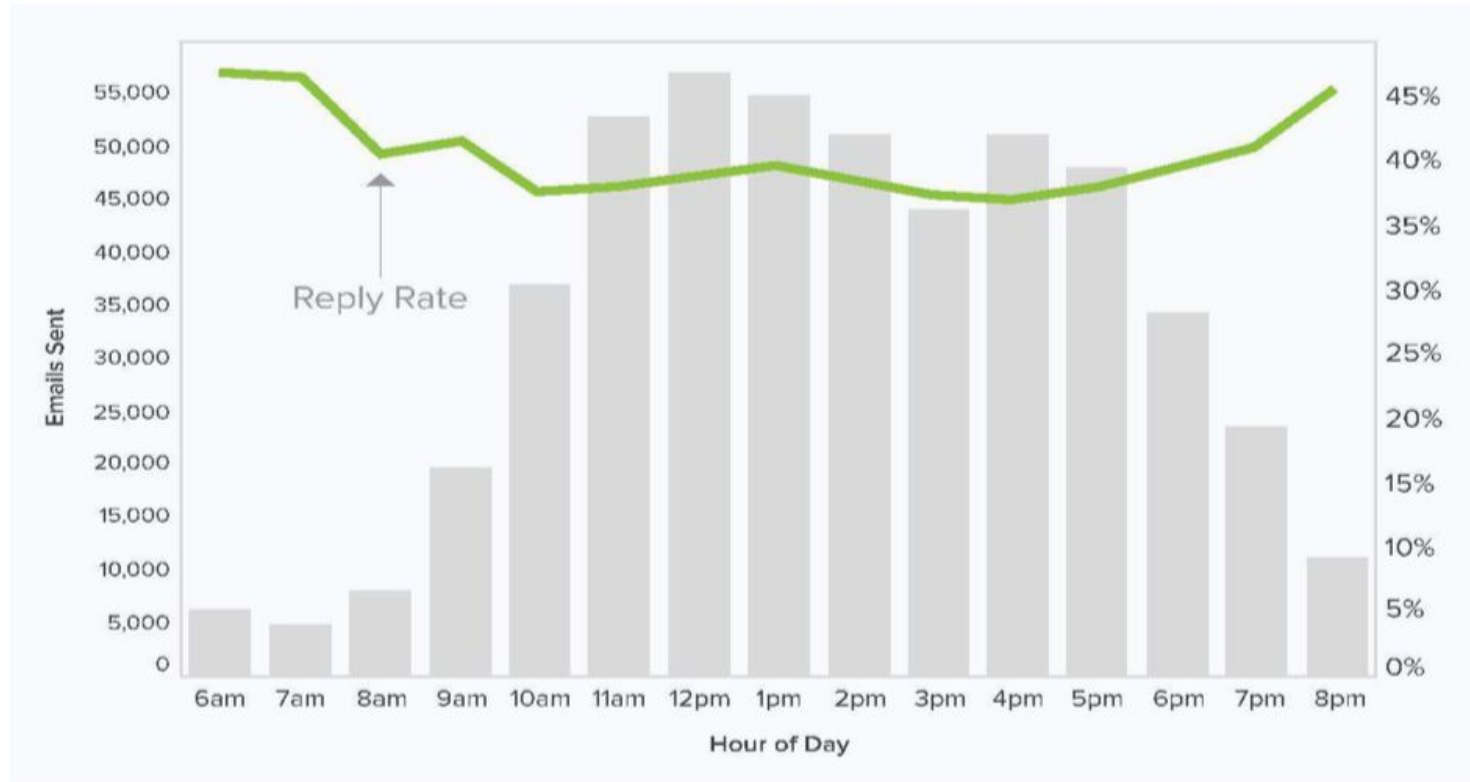


**What is the best time in
a typical working day to
send your emails?**



You are doing it wrong

Improve your quick replies by sending emails very **early in the morning** or **later in the afternoon**



Best Day To Send Emails

Email Reply Rates are Highest
on the Weekends

	Emails Sent	% Open	% Reply	% Reply Same Day
Week Day	525,742	66.3%	39.1%	33.1%
Weekend	5,278	73.6%	45.8%	32.6%



Yesware's Send Later Feature Helps

Compose a message now

Send it when your prospect is likely to open it

The screenshot shows a 'New Message' window in Yesware. The 'Recipients' field contains 'Dreamforce or After?'. The message body starts with 'Hi {!Name}!' and 'I'm coming to SF for Dreamforce (of course) and also on 11/15-17.'.

A green banner at the bottom of the message body says 'Pick a time to send this email'. Below this is a date and time picker. The date is set to '07/25/2018' and the time is '6:00 AM' in the 'America / New York' time zone. A calendar view for July 2018 is visible, with the 25th highlighted.

A yellow banner at the bottom of the picker says 'Email will be sent Wednesday, Jul 25 at 6:00 AM EDT (-04:00)'. Below this are 'Confirm' and 'Cancel' buttons.

At the bottom right of the window are icons for attachments, a calendar, and a 'Templates' button.



What we covered

Whom

Recipients

What

Subject line

How many

Emails to send

When

Email send time



A Little 'Humor' Is Ok...

Hey Tim,

I haven't heard back from you and that tells me one of three things:

- 1) You've already chosen a different company for this, and if that's the case please let me know so I can stop bothering you.
- 2) You're still interested but haven't had the time to get back to me yet.
- 3) You've fallen and can't get up – in that case let me know and I'll call 911

Please let me know which one it is because I'm starting to worry... Thanks in advance and looking forward to hearing from you.

Cheers,

~ 46% reply rate



Example: Always End with CTA

Make it a point to end every email with a pointed call to action. i.e. Buy or not buy? Meet or not meet? Interested or hold off?

Subject: [x] messages not synced to Salesforce?

[Karen],

There are [47] Yesware users at [XXX] who last month sent [9370] emails and tracked [6034] with an average reply rate of [40]% and open rate of [67]%.

We last left off discussing how we could implement Yesware Enterprise so all their email/ calendar activity is automatically logged in Salesforce and so you could share the dozens of templates they're already creating.

Are you available to evaluate Yesware for your team [Monday at 2pm] EST? If not please let me know when's best.

~ 52% reply rate



<https://www.yesware.com/sign-up/>

Sign up for your free Yesware trial

Yesware works in the background of the email client you already use, so you can get started quickly and stay focused on selling — not learning new software. Start your free trial today.



Requires Chrome or Firefox

GET STARTED

