THE ULTIMATE GUIDE TO
TRIPLE YOUR SALES MEETINGS USING COLD EMAIL

Sapper Consulting

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INTRODUCTION

Our email strategy has brought us over 200 new clients over 2 years.

By the end of this article, you will understand the formula we used to achieve this kind of growth, the anatomy of a successful email, and how tweaking your own outreach efforts can yield more sales meetings and new clients.

To stand out, you first have to understand what you're up against. And in the B2B email world, it's bad sales emails. But what makes a bad email?

Writing a bad email is simple. But writing a good one is simpler.

How is that possible? Because bad emails are usually a result of trying to say too much, being too pushy, or mostly, they're just unfocused.

However, to write a good email, you only need to answer 3 questions in your copy.

- Is it Clear?
- Is it Concise?
- Is it Compelling?

We call these questions **"The 3 C's."**

If you're able to check those boxes, you're on your way to a message that's better than 95% of anything else in a prospect's inbox.

Seriously. How many times have you read an email where you had NO idea what the sender was getting at? Or maybe the email could have been summed up in 2 sentences, instead of the novel they bombarded you with. Or it was just so boring you couldn't help but close it out.

But how do you structure your email for optimal readability? Start by knowing the parts.

A **strong email** is, thematically: clear, concise, and clever. In structure, it's three parts:

1. The hook.
2. The why.
3. The call to action.

The Hook

This is the sugary coating of your email—the humor, the humanity, the entertainment—take this opportunity to get creative! But whatever form this takes, remember that these first few seconds of attention are the easiest way to either lose or engage a prospect.

Humans like to be entertained, so weave in a little humor or levity that still serves your message. But if your email tries too hard, the prospect will either see right through your intentions and click away, or won't take you seriously. Neither is ideal, so find a balance.

A couple example campaigns:

NOTE: the names of companies have been changed

My name is _____ and I work with Dorze.

Dorze fixes doors. All doors. Front doors, back doors, loading dock doors, security doors; fancy, simple, fragile, wood, metal ... you get the idea. It's not sexy stuff until you have a door problem.

ANALYSIS: Right out of the gate, a prospect knows what Dorze does. It goes on a little bit longer than it has to, driving home the fact that doors might not be the most exciting thing. It's playful, clear, and wraps up on a problem

I am writing to schedule a quick introductory call.

Intro emails (like this one) often feel like a terrible first date. One person is looking to be engaged before the appetizers even come out. We don't have to be long lost friends. You don't have to invite me to your birthday party.

I'm an old guy who has spent his entire adult existence becoming an expert on a super boring topic business insurance (cyber security, property and casualty, workers' comp)."

ANALYSIS: I know the intention of the email in the first line. A narrative makes light of a usually uncomfortable situation: intro emails. It's self aware and a little clever, leading right into why I'm emailing

My name is Ryan Myers, and I work with Bee-52, a world-class surveillance company with a proactive approach to commercial security.

Does it surprise you to know that Bee-52 is arresting someone every other night on average and that most camera systems are not being actively watched at night? Do you feel less confident in the security investments and safety of your properties as a result? Keep reading.

ANALYSIS: The reader knows exactly who I am, who I'm with, and what I do. The email immediately launches into presenting a problem and introduces some doubt into the reader's mind. It's not heavy handed, but compelling, and even includes a mini-CTA, "keep reading" to let the reader know exactly what they should do next.

These are just a few example of hooks that have resulted in successful campaigns and dozens of new sales meetings for these clients.

Now, onto the next important step in your email:

The Why

Why are you in the prospect's inbox? You should have answered this question long before writing a single email. How are you there to help? What can you do to improve someone's quality of life or business?

Focus on clearly stating what you do. Don't try to convince the prospect that you're valuable. If you have a quality offering, the prospect will assign value all on their own and this independent realization is much stronger.

You're just planting a seed. The more the recipient feels like it's their choice rather than something you've had to convince them of, the higher the likelihood they'll want to chat with you.

Don't convince them. Compel them.

Example:

"Bee-52 is the recognized leader in live video monitoring for commercial real estate, because our approach is proactive not reactive. We can monitor video feeds at night or 24/7 using ex-military and retired police personnel, enabling us to judge a perpetrator's intent in real time and enact the optimal prevention strategy. Bee-52 enables clients to reduce property damage, theft and vandalism as well as decrease or eliminate guard expenses."

ANALYSIS: This portion of the email reads almost tactically. No words are wasted while the email simply continues on telling the reader exactly what Bee-52 does from both a procedural and results standpoint.

The end result is the reader trusting Bee-52's experience, considering how their services could be applied, and even evaluating the potential cost savings.

And the final part of your email?

The Call to Action

Most people prefer multiple choice to essay questions. And emails without CTAs, like essay questions, are daunting. Why? Because you're providing too many options, which leads to overwhelm, which leads to inaction.

> **"So give me a call any time, or you can stop by the office, or I'm also getting married next week so feel free to crash…"**

Nope! Pick one and stick with it. Make what you want the prospect to do painfully clear and direct. Following is a window into a prospect's mind when a clear call to action is not present:

- Do I email them back?
- Do I call them?
- This isn't my department!
- OHH THE HUMANITY! WHAT DO I DO?

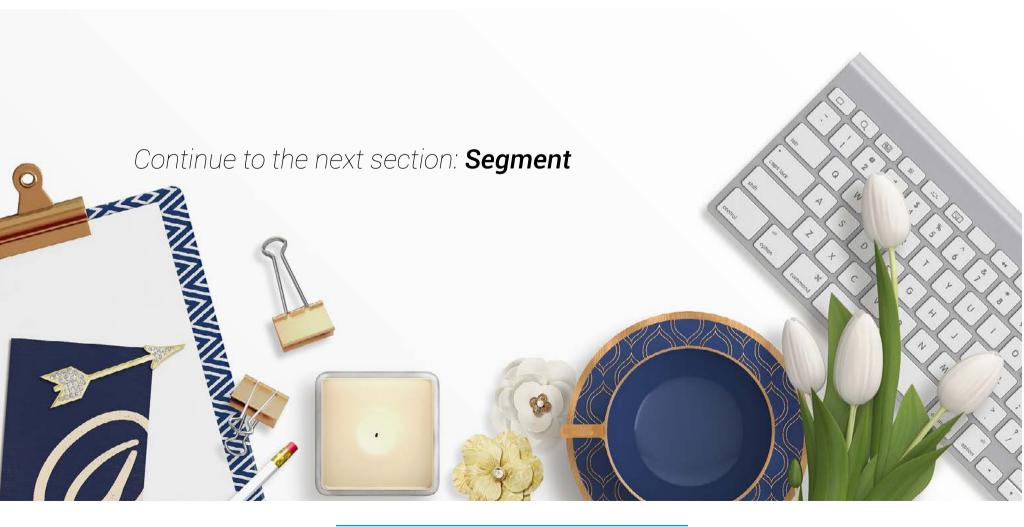Your goal is to quiet the reader's inner monologue by providing

them with ONE option.

Directly align the action item with something they're trying to embrace or avoid, and tell the prospect, as directly as you can, what you want them to do:

> **"If your Q3 Goals include increasing inbound by 10%, I'd welcome your time for a 15 minute call. Does Tuesday work for you?"**

The example demonstrates what you want to talk about, how you can help, and when you're available to talk. Short, sweet, and direct.

Continue to the next section: ***Segment***

The difference between personalization and persona-ization.

Personalized emails, for many, are a pipe-dream. Sure, you can try to write a personal note to every single prospect in your pipeline, but there are other ways that are more efficient and just as effective:

Persona-ization is the practice of writing individualized emails to buyer personas, without having to segment down to each individual prospect. The reasoning behind this is that, while humans are vastly different from one another, specific personas, in specific roles, working in specific industries, will have many things in common. For example:

- CTOs in the MSP space will likely be extremely detail oriented, data-driven, and have decades of experience in their field. They'll want to know more upfront—the in's and out's of your business and how it will benefit them.

- CMOs of software development companies will likely want the big picture, focus less on details, and appreciates when messages get to the point. If they like your message "feels", they'll be quicker to entertain next steps, but make sure you have clear, succinct answers to their questions.

But take this a step further and don't just write to titles. Titles still aren't human. Pick out a person from your favorite television show, or even someone from you company and write to them.

This Hubspot article is an amazing place to start when considering developing buyer personas.

You're going to get different results with every single send, so it's important to define what a successful email means for you, and what variables you want to know more about. Some examples:

- Short email vs. long
- Serious vs. Quirky approach
- Technical jargon vs. Layman's terms
- Outline vs. Narrative

By having clear parameters and a definition of success, you'll be able to test, tweak, execute, and learn much faster than if you didn't have a plan.

Lastly, I've included many other rules we use that don't have a home in a beautiful, organized group, but they're also important.

These don't have a home in any one section but are other tenets we keep in mind when writing effective sales emails.

1. A good email is one that gets your sales team meetings. This might be the hardest to follow, but it's the most important. You may write an email that gets passed around your office as the greatest thing since Seinfeld—it might even have higher open and reply rates than anything you've ever dreamed of. But don't be mislead by vanity metrics. If you're not setting up meetings, that email is a dud. Give it a proper viking burial and send it out to sea. Onto the next one.

2. Again, I wouldn't repeat this if it weren't crucial: Clear. Concise. Compelling. Two honorary additions to this list are: Clever. Human. Clever helps for more commoditized spaces or when you're trying to uproot an existing vendor. You can't have cleverness without intelligence and it's a great, low-risk way to get your foot wedged in the door. And, human. You're always writing to people. Not businesses.

3. Brevity - haikus, not memoirs. Emails should be no longer than 140 words. If you can't say what you need to say in that window, keep refining.

4. Simplicity - if it's complicated, make it visceral. Lean into benefits. Explain it with a story. Ground what you do in things people are already familiar with.

5. Don't be redundant - get to the point. If you've gotten to the point but find yourself restating it several times throughout your message, you should rethink your pitch. You

only have so much attention in the inbox so don't waste it repeating yourself and diluting your pitch.

6. Follow up at least 3 to 5 times. Dozens of variables are going to come between you and your prospect: maybe they're on vacation, only check their email twice a day (thanks Tim Ferriss), or somehow your email landed in the wrong folder. Follow up with the same themes in mind, but use different tactics. Write in the 4th dimension—examining both your company and their challenges from every single angle. This gives your audience the opportunity to decide what interests them, rather than relying on one single pitch to land their attention.

7. Flow over grammar (within reason) This is best demonstrated with an example:

   - Is there anyone with which you'd recommend that I speak?"
   - Is there anyone else I could speak to about this?

   One sounds like a human, the other sounds like GrammarBOT 5000. Again, be human.

8. Benefits over Features. Don't get bogged down in a list of features when the right story will demonstrate the benefits you provide. People connect to stories, not spreadsheets.

You don't need a 30 minute guide, a 10 week workbook, or a 50 hour webinar to learn how to write more effective sales emails. Just follow these few simple rules, and you'll be well on your way to happily drowning in sales meetings and new business.