

EMAIL PROSPECTING



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<http://www.salesgenie.com/mh>
866-313-6972



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Strategies That Will Work for You



Keep the Email Authentic

The last thing people want is another generic email that 1,000 other people are also getting in their inbox. Keep it real and keep it one-to-one. When you prospect with integrity, you will earn customers with integrity.



Use Email as One of Your Prospecting Strategies

Email is not the only prospecting tool. Relying 100% on it will only result in problems due to obstacles like email filters. “Best practice” prospecting is when you use email as one of your many prospecting tools.



Never Send the Same Email to the Same Person Twice

By sending the same message twice, you’re telling the customer that you don’t trust them. Assume the best by trusting that they have already read your email. You can send similar information a second time, but word the email differently.



For additional prospecting insights check out Mark Hunter, “The Sales Hunter” at

<https://thesaleshunter.com/>

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Write Email to Be Viewed on Smart Phone

Most likely you're writing the email on a desktop or laptop computer, and you feel it looks good. It probably does — on a big screen.

The problem is your prospect may view your email on his/her smartphone while walking to a meeting. If the first 150 characters they see don't grab their attention, they will just delete it.

The same goes for the subject line; grab their attention by making it compelling!



Have a Great Subject Line

People are usually looking for a reason to delete rather than read. If you fail to create a subject line that will spark their interest, you'll likely decrease your open rate and they won't read it.



No Attachments

Do not include any attachments. This will reduce the chances of it getting hung up in a spam or junk folder. When you include attachments, you also run the risk of sending them too much information. Your primary goal in a prospecting email is to create enough interest to generate a phone call.



Think Twitter, Not a Letter

A big mistake a lot of salespeople make with their prospects is using the first paragraph to introduce themselves and their company. This is a huge waste! Most likely, the prospect will delete it in a split second because they will see you as a salesperson just trying to sell them something. Always make the first sentence compelling and interesting. Draw them in to keep them reading.

Strategies That Will Work for You

**Create a Concise Call-to-Action**

Don't use email merely as a way to inform. Your objective is to engage the prospect by getting them to respond and reach back out to you. Be specific in what you are asking them. Make it simple and clear. This is a big reason why it's important to keep prospecting emails short. Long emails do nothing but share too much information and usually end up being ignored and deleted.

**Do Not Make the Email a Shopping List of Everything You Can Do**

Each email you send must be focused around one specific point. Turning your email into a shopping list puts too much in front of the lead / prospect at once. It's not effective.

**Alter the Time of Day You Send Out Emails**

When sending multiple emails to the same person, make sure you alter the day and time of the week when you send each one.

Most people adhere to the same schedule week in and week out. This means you need to vary the days and times you send your emails.

**One-Swipe 4-6 Sentences**

Keep it short. Your email should only be 4-6 sentences to allow it to be read with only "one swipe" on a smartphone.

Strategies That Will Work for You

**Include Information the Prospect Will Value**

Don't make it about you. Prospecting emails have a high probability of being ignored anyway, so it's in your best interest to share something of great value with your prospect. Provide them with only a single piece of information. This will give you the opportunity to send them more emails, each with a different piece of information.

**Don't Copy Verbatim What You See Other Salespeople Doing**

Every situation is different. It's a big mistake to think just because it worked for someone else, it will work for you. What's my solution? Test out various emails to smaller groups of people to determine what works best for you and your market.

**Don't Start What You Can't Finish**

Sending a single email to a prospect is not enough. Use email as one of your prospecting tools and be prepared to reach out a whole lot more than you think. The key is to use several forms of communication over a period of time. Your prospects are busy and they're not expecting you to contact them. It will take time, but don't give up. Persistence pays!

**Avoid Using the Email Template from One Year Ago**

It's amazing how quickly things change. The cutting edge email seen a couple years ago may very well be stale bread today.

Contact



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Subject: Are You Covered?

How confident are you about your _____ insurance if you were to file a claim?

I'm Mark Hunter with Great Insurance and I have some solutions I know would help you feel more confident.

Call me at 555-555-5555, and I'll share insights that I think you'll want to know. Thank you and I'm looking forward to our conversation.

Mark Hunter
555-555-5555



Subject: Your Neighbors Didn't Know

Your neighbors found out too late they didn't have the insurance they needed, and I want to make sure the same thing doesn't happen to you.

I'm Mark Hunter with Olympic Insurance. It's my goal to help people like you that have issues with their insurance.

Call me at 555-555-5555 and I'll share with you all the insights you need to know. Thank you and I'm looking forward to talking with you.

Mark Hunter
555-555-5555



Subject: The Retirement Clock

What time does your retirement clock show? How much more time do you have to be prepared?

It's my job to help many people like you overcome their fears. I'm Mark Hunter of Hunter Financial. Let's talk! Call me at 555-555-5555.

The clock is ticking, and it's my job to help you have the time you need. Thank you and I'm looking forward to our conversation.

Mark Hunter
555-555-5555



Subject: Tax Law Changes and You

Have you determined how big of an impact the new tax laws will have on you and your finances?

I'm Mark Hunter, and I help people like you navigate taxes to allow you to stay on course and keep more money.

Call me at 555-555-5555 and I'll help you determine what the changes will mean to you and what you can do about them.

Mark Hunter
555-555-5555



Subject: Your business “vs” the competition

You have new competitors that are eating away at your business. This is an issue most business owners are never aware of until after they’ve lost their best customers.

Helping companies like yours is what I do. More importantly, I help them not lose to competitors but actually take business from them.

I’m Mark Hunter of Hunter Consulting. Call me and we can discuss this issue before its too late. My number is: 555-555-1212. I’m looking forward to talking. Thanks!

Mark Hunter
555-555-1212



Subject: How productive are your employees?

It’s hard enough to find good employees let alone make them productive and worth what it is costing you.

Your business is similar to other businesses I’ve helped in being able to increase productivity to lower total cost of labor.

My name is Mark Hunter of Hunter Consulting and this is the only thing I do. I help companies just like yours. Call me at: 555-555-5555 and let’s talk. Thanks!

Mark Hunter
555-555-5555



Subject: Cash flow / growing your business

How confident are you about your business being able to grow this year? We hear from many businesses like yours and the big issue is cash flow.

Many companies similar to yours have cash flow challenges that can easily be fixed and eliminate a huge headache for people like you.

I'm Mark Hunter of _____ Bank. Call me at 555-555-5555, and I'll share with you some very simple strategies to immediately improve your cash flow.

Mark Hunter
_____ Bank
555-555-5555



Subject: Tariffs impacting sales

Tariffs are a problem that are creating big questions for businesses like yours. We just had several customers need to make major changes, because they weren't prepared.

You may think you're immune to these issues, but that's what the other companies thought too. I'm Mark Hunter at _____ Bank. Call me at 555-555-5555 and I will share things you can do immediately, so you don't end up being a victim.

Thank you, and I'm looking forward to our conversation.

Mark Hunter
_____ Bank
555-555-5555



Subject: Credit card mistakes

Do you even know what credit card service fees are costing you each year? Most businesses think they know but are shocked when they find out the truth.

My job is to help companies like yours get to the real number and more importantly control that number. I'm Mark Hunter of _____. Call me at 555-555-5555 and I'll share with you some quick ideas.

Thanks, and I look forward to talking to you.

Mark Hunter

555-555-5555



Subject: Regulations and merchant services

Do you know the risk of not complying with regulations when it comes to merchant services? Few businesses do until it's too late.

This issue doesn't have to be a dark hole. Becoming compliant is not hard and it's what I do. My job is to help people like you navigate regulations.

I'm Mark Hunter at _____. Call me at 555-555-5555 and I will be happy to share with you information you can use now.

Mark Hunter

555-555-5555