



7 Hot Email Prospecting Tips

Crazy-busy people read their email with their finger on the delete key. Follow these guidelines to increase your email prospecting success.

1. Eliminate Delete-Inducing Words

Get rid of all verbiage that activates the delete response. Here are some serious offenders: exciting, state-of-the-art, solution, partner, leading edge, passion, unique and one-stop shopping.

2. Keep Your Message Simple

Your email needs to be less than 90 words. Use 2-sentence paragraphs so it can be scanned. Stick with common black fonts (no colors) and never include more than one link or attachment.

3. Align With Their Objectives

Research your prospect's specific company, industry or position. Make sure your email mentions an important business objective, strategic imperative, issue or challenge. Relevance is essential.

4. Focus on Immediate Priorities

Identify key business events that may be impact your prospect's priorities and tie your message into that. Examples might be: relocations, mergers, management changes or new legislation.

5. Be an Invaluable Resource

Your product or service may be a commodity, but you're not. In your emails, focus on the ideas, insights and information you can share that will be of value to your prospect in reaching their goals.

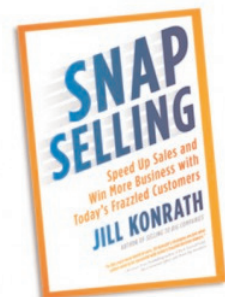
6. Craft Enticing Subject Lines

Your subject line determines if your message gets read. Avoid sales hype and focus on business issues such as: "Quick question re: outsourcing initiative" or "Reducing product launch time."

7. Launch a Campaign

Do 8-12 touches (via email and phone) over a 4-6 week time period, with each contact building off the previous one. Provide links to resources. Spotlight the value of changing from the status quo.

Your challenge?
To quickly capture
your prospect's
attention, pique
their curiosity
and prove your
competence.



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