

7 WAYS SALES TEAMS WIN WITH EMAIL MARKETING

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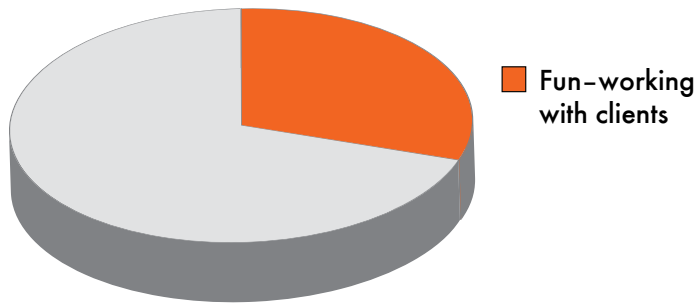
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It is often said that sales is a “numbers game”, which of course it is on many levels. However, fundamentally, sales is about communication. Learning what a customer wants or needs, directing the customer’s attention to suggested solutions and educating the customer about these solutions are all keys to an effective sales strategy.

Sales people do all of these things verbally via phone, in person and in writing. For many sales people, the most enjoyable part is engaging with an interested prospect, learning, listening, building relationships and closing deals. However, most sales time is spent finding interested prospects and connecting with them.

Another axiom of sales is that “people buy from people they trust”. In the Internet age, establishing trust is a tremendous challenge. There is less time and often less face to face contact. Establishing recognition and trust in prospects makes it easier to engage them, as well as increasing sales close rates.



The last thing a business or sales person should do is annoy their prospects and customers with SPAM! That would NOT build trust. What does build trust is being helpful, informative, authoritative and educational. You’ll learn how in this ebook.

Numbers also matter in this game. The typical sales person is doing great if they close 20 or 30% of their sales opportunities. This means 70% or more of all leads and prospects eventually get discarded by most sales people. It’s also true that when a customer says no to a sales person’s offer, it’s easy to assume they’re also saying yes to the competition. More often, however, they’re just delaying the decision. That means that most of these “discarded” prospects will eventually become customers for you

or your competitor. It's just a matter of timing. Staying in touch with them is the key to being the one they call when the time is right.

Discarded Leads		
250	per month	6 months 1500
Monthly Responses to Emails		
2%	response rate	30
Additional Sales		
20%	Close Rate	6
Additional Revenue		
\$1,000	avg sale	\$6,000

By the way, you can calculate exactly how this approach will impact your sales and bottom line with a [handy calculator here](#).

In this ebook, you'll learn how to increase sales by a minimum of 10% or by simply nurturing your cold leads.

The tactics outlined in this ebook are used successfully used by global brands across the globe. Nortel drove 34% of revenue in a two month period through an effective sales prospect nurturing campaign.

Source: Marketing Sherpa Email Summit 2011.

Having worked with thousands of sales and marketing organizations within small start-ups as well as with Fortune 500 global corporations, we've seen that sales and marketing efforts are often disconnected and conflicting and that sales driven businesses tend to be extremely cautious about leveraging the power of email marketing.

In the next 18 pages we've distilled what seems to elude most sales organizations due to their inexperience with email marketing. From a sales person's perspective, why does email marketing matter and what do I need to know to make it work? You'll find the answers here.

The specific objectives we hope you'll be empowered to reach are:



Reduce the time and effort required to find and connect with interested, qualified prospects.

Build awareness and trust with prospects and customers efficiently.

Maintain contact with "cold" leads and heat them up automatically.

Create emails that your customers look forward to reading

Get started with email marketing simply, while building the foundation for great things.

Build on-going campaigns that put the right message in the right hands at the right time.

Use emails to identify highly qualified prospects

Increase revenue per client and keep clients longer



Shake off the SPAM mentality.

What is SPAM? “Disruptive messages, especially commercial messages posted on a computer network or sent as e-mail,” according to Dictionary.com. Disruptive is the key word. Or “unwanted” would work too. So, we’re not here to send people things they don’t want. We’re going to send them things they DO want. The goal is for customers to be interested and glad to see your next email arrive.

In fact, when you think about it, every sales person is already sending a lot of email to their prospects and customers. In many businesses, there are several emails sent for every phone call or meeting that takes place. You’re sending emails to set appointments, follow up after appointments, pricing and proposals, thank you’s, product descriptions, etc.

All of this emailing is very unproductive. Most of it is done one email at a time, highly repetitive and time consuming. And, no offense intended to you sales professionals but, often in the hurry to get things done, these emails are not that well done. Typos, grammar mistakes and confusing writing damage trust and credibility.

The point is that every sales person and every business is already in the email marketing business, most just don’t know it and are doing a pretty bad job of it.

Automation is one part of the answer. Use a [CRM or Contact Management](#) system that let’s you create templates and send them out to prospects quickly, without re-writing them each time. This saves time and improves the quality of the messages.

> #1—Shake off the SPAM mentality.

Let us try to make it easy, efficient and effective. It's tough to write an email that "sells" your product to prospects. In fact, it's almost impossible. But, that's the trap most of us fall into. We try to write emails that explain our products and services compellingly, highlight the benefits and motivate the prospect to place an order.

That doesn't work. That is what your customers will see as SPAM. An email that says "Buy now to save 50% off...." is disruptive and annoying. Buying your product is not what you're customers wake up wanting to do each day.

Your customers have desires, goals, wants, needs, challenges, problems, struggles and questions. They go to sleep at night with them on their mind and they wake up in the morning restlessly groping for answers. This is where your email should strike them.

EXAMPLE

One Realtor sends out an email that says "Price Reduced! Open House this Sunday!". Another sends out an email that says "Safe street, walk to school, huge game room, relaxing hot tub.". Which do you think get's the best response?





Give to Get. Create emails that help your customers improve their lives.

Think about the emails you like to get. They're either funny or helpful. Do that for your customers. It's that simple.

For most business owners and sales people, stepping outside of the business to identify what your customers will perceive as helpful is the biggest challenge.

Who is your ideal customer? What are their common problems? What do they like to do? Don't limit your thinking to things related to your business. Broaden these questions to build as complete a profile of the ideal customer as you can. What's their typical education? Income? Entertainment preferences? Neighborhood? Vehicle? Clothes? Etc.

Envision an actual person made up of all of these qualities. Now imagine you see this person on the street and you want to walk up to him or her and give them something they are guaranteed to appreciate. What is that? A ticket to a football game? A day at the spa? Information about how to find something they want or need?

When you step away from your business, your products and services and broaden your view of your customer in this way, things get a lot more fun! Would an email with the headline "Win free tickets to the big game!" get better response than "Buy one get one free!"? You bet.

Of course, the same concept can be more focused on the industry you serve. A buyer's guide is a great example.

EXAMPLE

If you sell insurance, "10 Questions to ask when renewing your Home Owners Insurance" might work.

> #2—Give to Get.
Create emails that help your customers improve their lives.

Creating educational campaigns can be challenging. Don't get stuck trying to come up with the wittiest emails and most brilliant campaign ever seen. If you're reading this ebook, you're not an email marketing guru. Don't try to be one. You ARE an expert in your industry. Let's just show it off a bit by sharing your expertise in a helpful, altruistic way.

An exercise that most business owners and sales people find easy is to imagine that your best friend or a family member comes to you for advice about purchasing the product or service you sell. A situation where it's clearly more important that they get what they really want or need than that you get the order. What would you want to make sure they know?

What are the questions the most informed and experienced buyers always ask? Help your less experienced customers know what to ask.

How do customers get "burned" by your competitors? Warn them with stories about other customers.

What are the counter-intuitive lessons that only the most experienced in your industry know? Point those out.

What costs or opportunities for return do customers often overlook when evaluation the financial aspects of this type of purchase? Give them examples or worksheets to use themselves.

Start writing emails that communicate these things to your customers. Remember, this is not easy. In fact, a recent Marketing Sherpa Email Marketing Benchmark Survey shows creating highly relevant content to be the most significant challenge for marketers. Don't get stuck trying to beat the pros at what even they struggle with.

#3

Start Simply and Build Toward Magnificent Campaigns of Glory!

You're sending bunches of emails every day now. That's the best place to get the process started. Tomorrow, every time you send an email, write down what its purpose is. At the end of the day, you'll have identified at least one or two emails you send several times each day. It may be a simple follow up email after a call or meeting. Create a template for that to save you time and then throw a bonus in. Instead of just a summary of next steps and why you should do business with me statements, add a tip or suggestion that's helpful to most of your customers—"Be safe! Remember to wear eye protection when operating power tools." This should evolve into a link to a page on your website with a list of recommended/preferred eye protection options. This type of helpful tip or information makes a big difference in building trust.

Another easy step is to create an email to send to new leads or prospects to set an appointment. Sales people make an average of 4 phone calls to have one actual conversation. Many customers are more likely to respond to an email than a voice mail. If you call twice with no response, you might send an email saying something like "is there a good time for me to call?" Make that part of your process. Create the email once and then after every 2nd call to a prospect, send it out. By making a "system" out of engaging with prospects, you'll do it more, be more consistent and connect with more customers. Of course, **sales automation and CRM solutions** can help automate this type of system.





Chose the right time for the right message

In the spirit of starting simply and building toward complete strategic campaigns, it helps to identify the most problematic parts of your marketing and sales processes. Can you identify where most sales opportunities stall? If so, let's create emails to help customers move to the next step. What messages must your customers know about your company and your solution? Which of those are often overlooked or skipped in presentations or perhaps commonly misunderstood by customers? Create emails to deliver them consistently.

Another helpful way to start defining the crucial messages for your audience and the proper timing is to examine what you and your sales team say to prospective customers now. Every day, you educate prospects about your business, your products and services and your competitors. That's the type of content they'll find valuable in an email.

EXAMPLE

A manufacturer produces a tool or part that is of higher quality than the competition and also more expensive. The most common question they have to answer is "Why should I choose your product over the less expensive alternatives?" Your sales team knows the answers. Each of those answers is a separate email, report, paper, video or presentation. Potential subject lines could include:

- "Burned. How saving money on parts derailed a \$10m construction project."
- "The Hidden Cost of Maintaining and Servicing Worn Parts"



Calls to Action that Qualify Leads—Making Cold Calls Smoking Hot

As we've discussed, the imperative is to provide useful and entertaining information and content to prospects so that they'll value your messages. However, there's nothing wrong with politely asking if they're ready to talk to a sales person or for a proposal. Just don't make that the primary message of your email messages. Perhaps every 3rd or 4th email simply asks the recipient to call a phone number to learn more about your unique solution.

As the size of your list grows and you build trust with the recipients, you'll find that responses to this type of straight forward approach will be highly qualified prospects.

By the way, there are a lot of ways to build up your list. The first and most under exploited is to simply have your sales team start putting the emails for everyone they meet into a **contact management or CRM system**. There are also lots of resources to acquire entire lists of targeted contacts in your industry. LeadFerret.com is a great place to start. They offer free contacts with email addresses!

With a large list and an **email marketing solution** that tracks which recipients click on the links in your emails, the sales team can be teed up with interested prospects to call every morning.

Imagine that you build a campaign of informational and interesting emails for your target audience and at the end of each email, there's a simple call to action—"To receive a customized recommendation for your business, click here." Then every day, the sales team calls the folks that click that link.

*#5—Calls to Action
that Qualify Leads—
Making Cold Calls
Smoking Hot.*

Of course, this approach can be leveraged to tremendous effect by matching the call to action and link to the hot buttons of your ideal customer.

EXAMPLE

A manufacturer produces a spec sheet on their product included in engineered projects. An email goes to targeted engineers highlighting 2 or 3 risks when specifying such a product in projects. The call to action is “For a brief guide to spec’ing this type of solution into your next project, click here.”





Don't forget about your Clients

Last but certainly not least are your existing clients. Businesses vary widely in terms of whether they expect and pursue repeat business from previous clients and also whether the sales team is involved in that effort. However, one of the easiest places to start email campaigns is often your customers. They already know and trust you. There are many things they need to hear from you about. What are the add-on products or services that they may have learned they need after their initial purchase?

Again, be practical and keep it simple.

EXAMPLE

Bob,

How are you? I hope well!

We like to stay in touch to be sure we're aware of any incidents or changes in your needs but, I know you're busy.

Can you let me know a good time to call?

All the best,
Annie Agent

An insurance agency might send out a quarterly email, written to appear as a personal email—plain text, to all clients asking “How are you? We like to stay in touch to be sure we’re aware of any incidents or changes in your needs but, we know you’re busy. Can you let us know a good time to call?”

Of course, in businesses where contracts must be renewed or renegotiated periodically, on-going email campaigns to keep the customer informed and invite them to communicate with you are tremendously valuable.

However, this same approach can be used by any business and should yield higher client satisfaction and client retention.



Ensuring your emails are read. The importance of the subject line.

By following the guidelines outlined in this ebook, you should avoid being reported as a spammer. Of course, you want to choose a reputable [email marketing partner](#) as well.

However, one of the most overlooked factors in the “open rate” or the percentage of emails that actually get read or glanced at by recipients is the subject line.

Most people spend hours fretting over the actual content of the email, tweaking the grammar and re-writing over and over but, none of it matters if your subject line doesn’t work. Understanding why is easy when you think about how you check email every morning.

You look at your inbox and scan through the list of new emails looking first for people you know—friends, family, customers and co-workers.

Then, only after spending time reading emails from people you know personally, you then look at the Subject line of emails from people you do not know.

If the subject line doesn’t grab you and you don’t know the sender, the email is deleted before you ever see the copy the sender spent so much time crafting.

Writing a great subject line is about knowing what matters to your customers as we discussed earlier.

Of course, the subject line and the call to action can be paired to leverage the lead qualifying techniques we’ve discussed to great effect!

> #7—Ensuring your emails are read. The importance of the subject line.

EXAMPLE

If you're a financial planner, create an email that tells the story of a successful head of household who passed prematurely but, did not have a solid will and who's family lost most of their nest egg to taxes. The subject line might be "Family left with nothing due to a whole in the fence".

Hopefully, what you've learned is that there is gold in them there hills! Email marketing can have a tremendous impact on your sales with minimal investment. The magic is in getting started and ensuring your emails are helpful and informative to your customers first.

Getting started is the toughest part. Be careful not to get lost in all the options and directions to choose from. Start with the emails you're already sending to your customers. Automate them. Save your team time. Then work on the calls to action and subject lines. Measure what happens. Use the measurement to make adjustments.

After you've taken the first step or two, you'll feel far more confident in creating great content that your customers will value and appreciate.



Start Today and Be an Email Marketing Pro in 7 Days!

- Day 1—Make a list of things questions most customers ask about your company, product or service
- Day 2—Make a list of the emails your sales team sends out repeatedly
- Day 3—Make a list of the counter-intuitive or less than obvious knowledge only the most experienced buyers possess.
- Day 4—Pick 2 or 3 of the ideas from these lists and write the emails.
- Day 5—Send your new emails to a few customers and ask for their feedback.
- Day 6—Edit and revise the emails based on the feedback.
- Day 7—Clearly identify the times in the sales process when these emails should be used and make it part of your sales process.

Email Marketing is a journey, not a destination. Taking the first few steps and creating your first few emails is the hardest part. Once you've started sending out the first 2 or 3 emails, you'll learn what appeals to your customers and what doesn't and that intelligence will guide you to bigger and better campaigns.

If you've got questions, here's how to get more help:

- Watch our videos on creating good lead generating, content based email campaigns
<https://www.salesnexus.com/starter-kit.html>
- Watch our educational videos here: <https://www.salesnexus.com/support.html>
- Or just send us an email or call us. We'd love to hear from you and help in any way we can!

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About the Author

Craig Klein brings his engineering training and his sales management experience together to build measurable, consistent sales processes for his clients. As Founder and CEO of www.SalesNexus.com, Craig works with small startups and Fortune 500's to create systems that give sales people more time to sell and more leads to sell to while giving management the accountability that is so elusive in sales.

Craig spent 10 years selling multi-million dollar, multi-year contracts to energy companies such as ExxonMobil, BP, Shell and Chevron. The long, complex selling environment within these energy behemoths gives Craig a keen sense of the risk of mis-allocated sales time.

Craig has developed lead acquisition and selling systems for major financial firms like Wachovia and Countrywide.

Craig's superior ability to discern a business owner's goals, challenges and needs stems from his strong belief that listening skills are far more valuable than speaking skills.

Craig has written the popular ebooks "Double Your Sales in 2011" and "Email Marketing—The Only Bailout Your Business Needs" as well as many articles on sales, lead acquisition and nurturing and entrepreneurship. His blog, salesnexus.com/blog has provided advice and insight to thousands of readers.

About SalesNexus

www.SalesNexus.com offers hosted, web based CRM and Email Marketing combined in one easy to use solution to medium sized sales teams in all industries, around the world.

SalesNexus allows sales organizations to grow revenue by collaborating around customer relationships, automating sales processes, measuring sales performance and automating email marketing, all in one simple solution.

SalesNexus is the only solution that allows unlimited email marketing without additional costs.

SalesNexus' focus is on helping customers affordably tailor their solution to each business' unique processes and needs.

To learn more about <http://www.SalesNexus.com>.

