

strategy

*Email Tips
& Strategies
#2*



Tips & Strategies - Email Tips #2

If you get one or two tips out of this list it has been worth your while to read.

I have always believed in the old saying “You are never too old to learn”.

- Use bullet points for important information
- Put your key benefits in ***bold italics***, underlining and CAPITALS to grab attention
- Leave spaces between every 2 or 3 sentences
- Send emails 5 minutes before the hour or five minutes after the hour
- Set up a folder as “Unread” move less important emails here and deal with at the end of the day
- Keep Sales emails between 50 -125 words. Short, Sharp and Sweet for the best open rate
- Make sure they are smart phone savvy
- Send quality sales emails, not quantity
- Some categories to break your sales prospecting emails into
 - ✓ Geography
 - ✓ Age
 - ✓ Gender
 - ✓ Business
 - ✓ Private
 - ✓ Previous Purchases
 - ✓ Purchase Cycle
- Make templates for frequently sent emails
- No one word responses, e.g. “thanks”, “okay”, “fine”
- Respond to emails when you read them (great for time management)
- Address all emails appropriately
- Always check your emails before sending
- Make a habit of checking emails 3 to 4 times a day
- Don’t abbreviate words
- Make sure you use spell check
- Don’t build rapport via email
- Don’t negotiate via email
- Don’t handle objections via email
- Make the subject about them
- Keep the first sentence personal and casual
- The subject line should be no more than 50 characters
- Don’t use **all** CAPS in the email

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