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strategy

Email Tips
and
Strategies #4



Email Tips & Strategies #4

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

“Just as the best athletes constantly practice, improve, and refine their strategy, successful salespeople are always experimenting with existing techniques and trying out new ones. After all, the second an athlete or a sales rep stops striving to get better, they go backwards.”

Some tips on having more of your emails read on the phone, tablet and PC. Consider using some of these ideas in your next email!

- Write emails like a third grader would understand them, keep them simple.
- Keep the subject line to 7 words, that's the most that will show on their phone and over half your prospects will open the email on their phone
- Don't "guilt trip" prospects who have gone cold
- When you are reaching out use a clear call to action.
- Use videos to stand out from the crowd and grab your clients attention
- Include a link to your calendar and say "Just click on my calendar link and choose a time that works best for you"
- Spell check your emails before sending them out.
- Keep your emails professional.
- Don't ramble on and don't write a novel, remember it is an email.
- Emoji's are okay in emails don't overdo them.
- Subject line "Next Step" has a good open rate used in the correct context
- Include 1-3 questions in your email
- 50 to 125 words is the sweet spot to get most replies
- Some BIG No No's
 - Misspelt words
 - Repeating words
 - Misusing words e.g "your" "you're"
 - Not using paragraphs
 - Putting in too much information
 - Copying and pasting incorrectly
- Use Professional sign offs only.

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