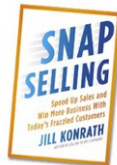




# How to Write Emails That Don't Get Deleted

As featured in Jill Konrath's award-winning books.

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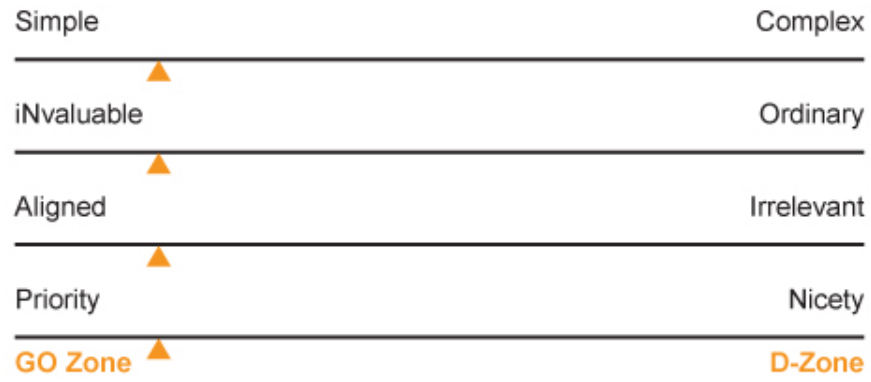
## Understanding Your Prospects

- \_\_\_\_\_ hours of work sitting on desk waiting to be completed
- \_\_\_\_\_ amount of free time each week not allotted to meetings
- \_\_\_\_\_ % of time that phone calls rolled into voicemail
- \_\_\_\_\_ average number of emails per day
- \_\_\_\_\_ % who want to spend time with a salesperson

**Favorite Computer Icon?**

**Considerations for Email Success**

## SNAP Factors



### Impact on Prospect's Delete Reaction

### Which Words & Phrases Need to Be Eliminated

## Effective Email Message Format

**1. Establish credibility.** Do this by:

- \_\_\_\_\_

- \_\_\_\_\_

- \_\_\_\_\_

2. **Pique curiosity.** You can make this happen by:

- \_\_\_\_\_

- \_\_\_\_\_

- \_\_\_\_\_

3. **Close graciously.** Do this by inviting a non-threatening response.

## Email Messages that Worked

### **Nina leverages a triggering event**

Subject: Disaster recovery issues

Carol,

As a result of the recent hurricanes, many firms were challenged with paying their employees on time. I suspect that some of your stores may have struggled with this issues as well.

Because the penalties for non-compliance with state laws governing payment of wages can be pretty stiff, many retailers are currently evaluating payroll cards as part of an improved disaster recovery plan.

Has this issue jumped up on your priority list recently?

Regards,

### **Carlos uses a referral & shows he's done his homework**

Subject: Vincent Sanchez suggested I contact you

Hello David,

Vincent just gave me your email because he thought you might be interested in what we've done in other mills with great success with other companies that have adhesive systems like yours.

Based on what I typically see, I think we could drive some significant cost out from your production chain and at the same time, increase the safety. I'd like half an hour of your time to share my ideas with you.

I'm planning to be in your city all next week. I'm flexible regarding times so let me know what works for you.

Best Regards

### **Laura offers invaluable information**

Sam,

I thought you might be interested in this new white paper on how pay-per-incident programs can save IT departments up to 37% as compared to onsite laptop service.

Contrary to client expectations, the research showed that customer satisfaction rose significantly due to increased turn times & quality of service. Here's the link to download it.

<http://www.significantsystems.com/whitepaper>

I think you'll find it interesting.

Laura

**Jane entices a prospect with a new strategic direction.**

Subject: Helping your channel partners land bigger clients

Steve,

I noticed in yesterday's Business Journal that your goal in the upcoming year is to help your channel partners get bigger customers.

It's a tough challenge – especially with people who are good technically, but lack sales savvy. It's even harder today because corporate decision makers roll all incoming calls to voicemail and never call sellers back.

I have some ideas on how you can help your channel partners crack into corporate accounts. If you're interested, I can send you a link to some articles that you might find helpful.

Let me know,

**Gus uses nearly identical message to identify decision makers in five accounts.**

Subject: Funding Growth

Joyce,

Congratulations on how your firm did in the past year. I know that high growth is exciting, but it also carries a price – which is why I'm writing.

We're helping our customers who use direct mail in several key ways: 1) We give them more predictable in-home dates to improve multi-channel effectiveness; and 2) We optimize their direct mail packages to maximize the discounts available from the USPS.

Quick question: Would you be kind enough to direct me to the person on your team running your direct mail channel for customer acquisition?

If you'd be available and interested in spending a few minutes on it yourself before passing on to a more tactical level, let me know.

Best,

## Jill Konrath



**Jill Konrath's fresh sales strategies, provocative insights & practical advice help sellers win business with crazy-busy prospects.**

She's an internationally recognized author and popular speaker at annual sales meetings, kick-off events and professional conferences.

**Her newest book, *SNAP SELLING*, soared to #1 on Amazon** within hours of its release. It's received rave reviews from industry leaders and is being read by sales forces around the world.

**Jill's award-winning first book, *Selling to Big Companies***, has been an Amazon Top 20 sales book since 2006. Fortune selected it as one of eight "must read" sales books, along with *How to Win Friends & Influence People* and *Getting to Yes*. She publishes an industry-leading newsletter and widely-read blog.

As a thought leader, Jill is frequently quoted by top business media such as these:



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### Want More Fresh Sales Strategies?

- Visit [www.jillkonrath.com](http://www.jillkonrath.com) to find lots of free resources.
- Invite Jill in to speak to your sales organization.

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