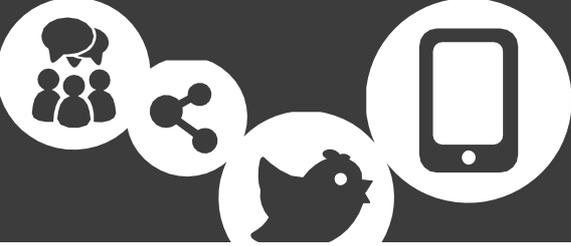


Your Sales Message Matters

What does yours say about you?

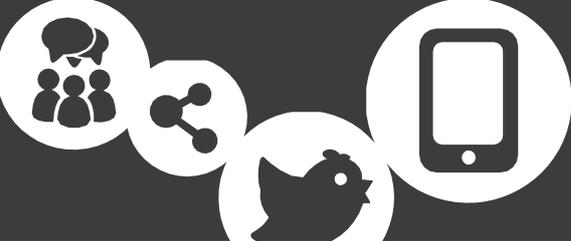


SOCIAL CENTERED SELLING
CONNECT, COLLABORATE, **CLOSE!**



CONTENTS

1. INTRODUCTION
2. THE SALES LANDSCAPE HAS CHANGED
3. YOUR SOCIAL SELLING APPROACH
4. EMAILS THAT SHOULD NEVER BE SENT
5. STEPS TO TAKE NEXT
6. CONCLUSION



Introduction

“The greatest inhibitor to sales effectiveness is the inability to communicate a value message.” - SiriusDecisions, 2013

According to an eBook on *Expert Prospecting Tips* from Witty Parrot, one in every two B2B salespeople are left to their own devices to generate leads, which creates a bit of a problem since buyers easily block their prospecting efforts. It is time for salespeople to look in the mirror and accept that there is a reason why this is happening.

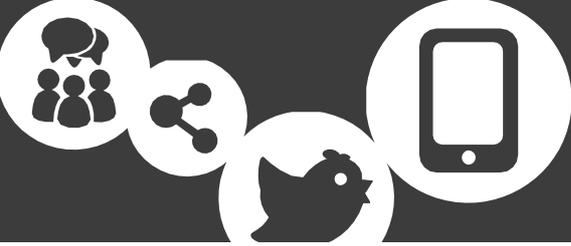
You never get a second chance to make a great first impression!

Today’s traditional sales approach is to broadcast communication that is nothing more than vendor centric sales pitches. That broadcast could be via the phone, email, social networks or during the sales call. Rather than breaking through the competitive noise and generating a return on effort, poorly crafted sales messages earn salespeople a place in the delete pile. Worse, they are doing harm to their professional brand and that of their company. You have one shot at making a good first impression throughout every stage of the sales process. Why wouldn’t you want to make it count?

In this ebook, you will learn tips for creating messaging that engages prospects rather than pushes them away. And, you’ll see some of the worst examples of the types of emails that should never be sent. Use these examples of *what not to do* to examine your own sales messages and make the decision to change your approach.

Message does matter! Do you know what yours says about you?





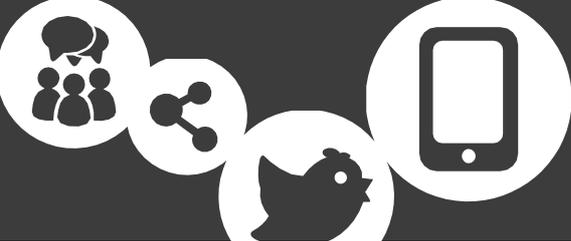
Buyer expectations are not standing still. Buyers want to work with a different kind of seller entirely. One who understands their business and functions as an advisor not an order taker.

"Seventy-two percent of decision-makers say the sales rep's ability to help solve business objectives is a major influence on their buying decision." – Winning at Sales in a Buyer Empowered World, Harvard Business Review 2014

The sales landscape has changed but many sellers haven't accepted that truth. Emails and phone calls are being blocked by buyers who have little patience for sales spam and generic pitches.

Can you really blame buyer's resistance to dealing with salespeople? Their experience is, more often than not, a waste of their precious time. The inability to create a value message is at the heart of this problem. Feature dumps don't cut it, and simply making more phone calls, sending more spam emails, or broadcasting your pitch to more people on social channels aren't helping you.

Your sales messaging has to change!



Your Social Selling Approach

Before I share examples of what not to do, let's talk about why many salespeople have not been successful using a social selling approach.

Successful salespeople understand that everything hinges on first being able to connect and engage with someone. In other words, cultivate a relationship that is focused on being helpful to them. Many sellers do not understand the nuances of social networking.

Though my [Sales and Social Media Quota](#) report showed that 72.6% of sellers using social media as part of their sales process outperformed their peers, participating in social channels isn't a quick fix to getting sales more quickly. There is an art to knowing how, when and where to engage with prospective buyers.

Like other aspects related to selling, using email communication in the right way and leveraging social channels takes time and patience. Results will not materialize overnight. If you view email and social channels as mediums to "pitch", you will only be ignored and deleted.

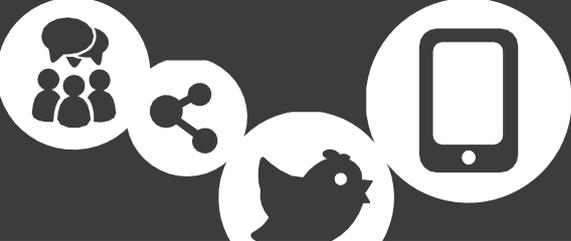
It doesn't matter if you send 1,000 emails each week. It is the quality of the message that counts!

"According to sales management, the salesperson's ability or inability to communicate value messages is the biggest inhibitor keeping salespeople from achieving quota."

PMM Survey, SiriusDecisions, 2012

Don't be this guy! Buyers aren't looking to be sold. What you say and how you present yourself matters in a big way.





STOP Sending These Emails



What started as a joke has now resulted in this ebook. For the last two years, I have saved sales emails that I received personally here at Social Centered Selling. I have hundreds of examples that make the point that your message truly does matter.

You may think those 1,000 emails or LinkedIn InMail's are going to lead to a sales result, but I can absolutely promise you that if you are writing emails that look like any of the examples I share with you in this ebook, you have a serious sales problem that needs help now.

Here we go...

Hello Barbara,

This is not spam, I typed this message to you manually :) I'm following you on focus dot com website, and that is how I found you.

Will you answer me whether you as Author use business mobile applications?

Our company ██████████ successfully develops customized mobile applications that are tailored to specific business requirements of each of our client and we're conducting a sort of survey trying to find out how can business apps facilitate life of our potential clients.

Thus, do you use mobile apps or plan to do so in the future for your business flow facilitation?

Marketing Manager

This LinkedIn InMail is tame in comparison to what's coming. But really? You think this message isn't spam because you typed it yourself? I'd say a career in comedy and in marketing are not the right professions for this person. And, how about that grammar folks? Then comes the pitch about what the company does, but this person knows absolutely nothing about me. If they did, they would know how much I despise these types of messages. Guess what, your prospective buyer does too.



“Hi Barb Giamanco

Well, what happened to February? There I was, enjoying January and getting psyched up for a super-productivity year. I created themes, or focus areas, for each month of this year and was set on crushing my monthly goals. Then, I blink, and it's March! What?!?!

I know I committed to writing you a letter at least once a month, so I am truly sorry about failing you so early on - I missed February.

Truth be told, February was an incredibly busy month for me personally. I spent 10 days in the US for a conference and Mrs. Cloud Productivity started studying again so we had to get things organized for that. This is also the reason I wasn't able to publish much content on the blog.

Nevertheless, here I stand again before you, committing to write to you at least once per month with content you'll enjoy reading and find truly practical. On that note I need your help! So that I can get you the information you'll love, and on time I ask that if you have a topic you'd like me to cover please let me know. Also, if you feel I've missed sending out a newsletter I want you to hassle me for one! You can send me anything you like using the following link.

Send me anything you'd like me to cover and keep me on schedule here!

There is loads I'm working on and it's super exciting right now, but more on that another day.

Until next time...”

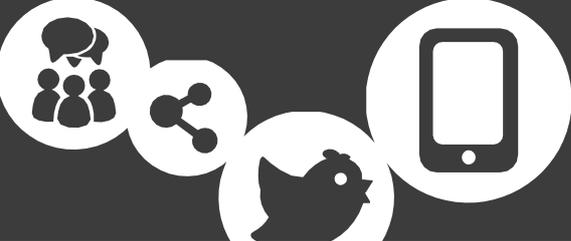
The subject line was: Wait. What month are we in?

Hopefully, it goes without saying that this ridiculous email is all about the sender. Their busy schedule, the conference they attended and the self education they've embarked upon. Who cares? I love that this person goes on to say that they've recommitted themselves to regularly writing to me. Oh, and don't you love how they ask me (and anyone else who received this email) to keep them on track for getting their work done. What actual value is this email to anyone? After reading it, I have no interest in reading any other content from this individual.

I took one look at the name of the company and said I would absolutely NEVER buy anything from them. Why would I? Why would anyone else?

Nothing about this email makes any sense at all. It earned a place in the save pile of dumb emails.





“Barbara,

I haven’t heard back from you and that tells me one of three things:

1. You receive 50 emails a day from 'list' companies and are lumping me in with those bozos.
2. You might be interested but haven’t had time to get back to me yet.

3. A file cabinet tipped over on you a week ago and you're trying desperately to send me an SOS email but can't reach the keyboard. Or...

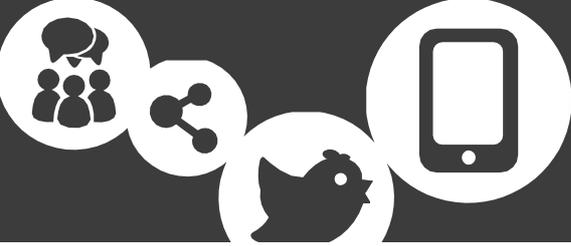
Let me know if you'd like to see a 100 record sample of one of the lists in my email below, or if you have a different target let me know and I can get you a standard 10 record sample for that.

You can see pricing on our website.”

I think we know who the bozo is here. This salesperson sent me this same email with different subject lines over several days and weeks until I finally opted out.

Perhaps this salesperson attended a sales training delivered by an “expert” who encouraged them to be clever. Why would any buyer think this is clever enough to waste time responding to the message?

I noticed that many of the sales emails I receive are from list companies. Many of them break the legal rules related to the CAN-SPAM Act. I don’t think it is a good idea to invest money with an email provider who doesn’t follow the guidelines themselves. Is that a company you can trust to provide you with a list that is qualified and accurate? From my experience, there are better ways to find your target buyers.



Rule #1: Know Your Audience

“Hello

I am reaching out to you to see if we can talk about a partnership opportunity?

We enable staffing agencies to offer contractor management and payroll processing services to their clients. Whether you do it in house or outsource to another company or haven't ventured into contract management yet, if you partner with us you can leverage our back office without investing any cost or effort. That's full profit without any cost or effort!

Do you have few minutes to connect today or tomorrow? I'd love to paint a picture over a quick call.”

“Hi--

Sorry to bother you again. We are having a hard time getting responses on our survey, and are hoping that we can convince you to participate.

The survey is short--most respondents so far have finished in around 10 minutes--and we are willing to pay you with a \$100 Amazon gift card for your expertise.

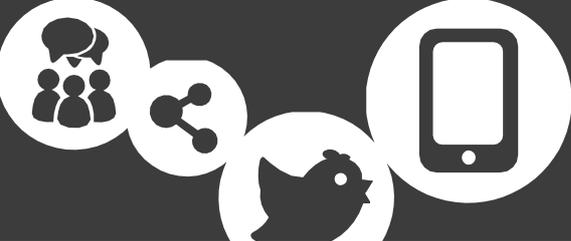
Please let me know if you have any questions by reaching out to ConstructionSurvey@XYZCompany

Thanks so much!”

Why these are wrong. My company is NOT in the staffing business and we certainly are not in construction. But beyond those two mistakes, let's look at these emails more carefully.

Let's see, you are going to enable me to offer contractor management and payroll processing services but it costs me nothing? I imagine you want me to sell for you to my clients. Time is money. And, no, I don't have time to connect today or tomorrow. You don't even know what I do. Paint me picture? Oh, I get the picture all right.

In the second example, you want me to help you because nobody is responding to your survey? If the ask was something relevant to my business, I might have considered it, but these folks don't even know that I'm not in the construction business. See the problem with lists?



“Subject Line: Christian CEO’s – Can Your Business Be Epic?”

Dear Barbara,

Epic -- It may be a different way to think about business. What if the story of your business could really be that your company is "Epic"?

What if you could convene a trusted group of advisors to help you each month with the major challenges you face in taking the next step forward? What would that look like?

You were identified as a person that wants to make a lasting impact on, and in, their business. We would like to do two things in the next four weeks.

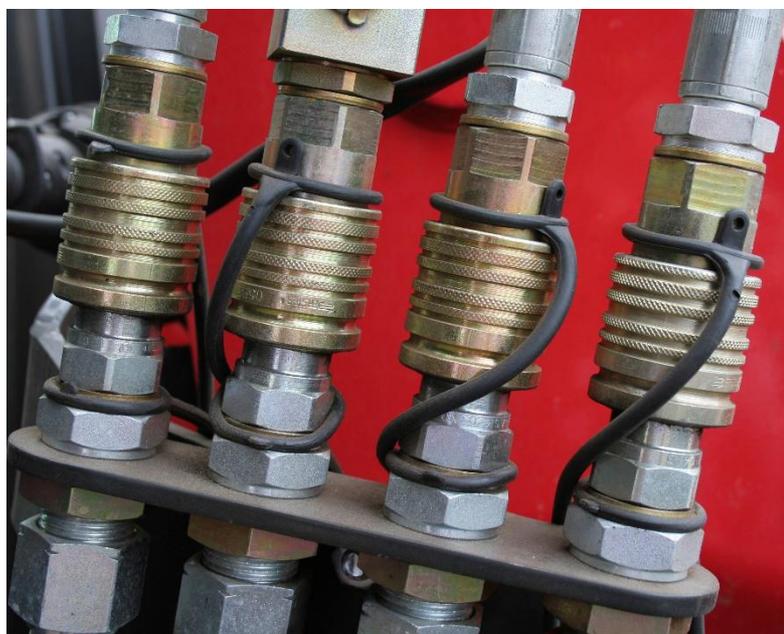
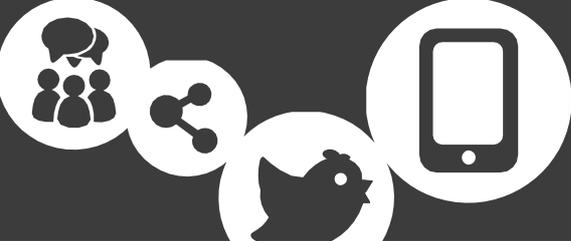
1. Send you some great material that has helped others like you in growing their businesses.
2. Tell you a bit more about XYZ Company

Blah, blah, blah...”

Subject lines are tricky. I’m receiving an email for Christian CEO’s, but what if I am of Jewish faith?

This email could have been of value to me IF it said something like – “Barb, I know from reading your blogs and following you on Twitter that you are a person who believes in ongoing learning. My company has designed a trusted advisor program that I believe might interest you. One small business owner told us that in one year, they had doubled revenue, profits and the size of their customer base as a result of their participation in the program. In a fifteen minute phone call, we could discuss how the program works and determine if it might be a fit for you. In the meantime, I’ve included a business planning worksheet that you might find useful in kicking off the New Year.”

This email is more likely to get the desired response. I do believe in constant learning, so I know the salesperson did their homework. The mention of another small business owner and their business results also tells me the salesperson did their research. Finally, they are giving me a business tool that I can use in planning. Much better approach. But that subject line? Be careful.



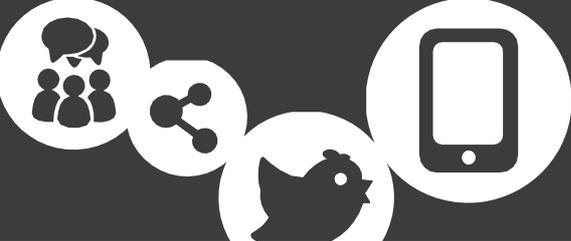
“Good Morning,

The global market for hydraulic cylinders has undergone many changes in the past decade due to the decline in application industries, such as construction, material handling, mining, container shipping, aerospace and defense, and others. However, increasing demand from OEMs resulting from rising industrial production and outsourcing to developing economies will shape growth in this market over the near term.

XYZ Research provides an in-depth analysis of the global market for hydraulic cylinders through its report Hydraulic Cylinders: Technologies and Global Markets. According to the report, this market was valued at \$9.5 billion for 2012 and \$10.1 billion for 2013. XYZ Research expects the market to grow to nearly \$12.5 billion by 2018 and register a five-year compound annual growth rate of 4.4% from 2013 to 2018. Use this report to: Blah, blah, blah.”

Classic example of buying a list of emails but not bothering to scrub the data. If hydraulic cylinders were important to me, I suppose I might find the research valuable, because the numbers they cite sound pretty impressive. However, I'm NOT their customer. I wonder who else on the receiving end of this email wasn't either. I have no doubt that this particular email was crafted by the organizations marketing department and marketing should be sure that they are marketing to their target buyer. That's not me.

“Bad marketing data is the equivalent of putting the wrong kind of gas into your race car. Organizations are building significant marketing technology infrastructures today; yet, they continue to neglect the very foundation that supports this infrastructure — clean data. Data hygiene isn't sexy, but it has to be part of the process used to support your marketing infrastructure. Basically, with bad data you're leaving money on the table.” Craig Rosenberg – Chief Analyst at TOPO

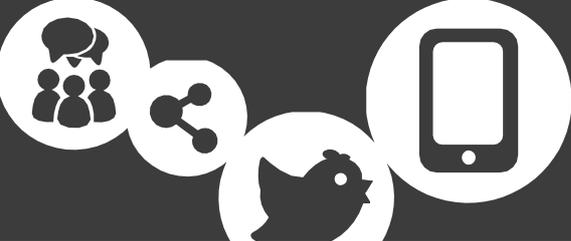


Rule #2: Subject Lines Are Important

The subject line will determine if the receiver is willing to open the email and read it or not. While I don't claim to be an expert in this area, I do know a lousy subject line when I see one.

Here are examples of actual subject lines from emails my colleagues and I have received. In subsequent pages, I'm going to pair up the actual emails to several of these subject lines.

- A Good Idea
- Attn: Sales Manager – Custom Printed Pens
- Barb, Can I demo our software for you?
- Christian CEO's – Can Your Business Be Epic?
- Conferenced Recording of Video with Timed PowerPoint
- Complete text and analysis of the Affordable Care Act in the Merritt ACA Manual...at the introductory price
- Explain Your Business in 60 Seconds
- Invitation to Grow Your Company
- Just Checking
- Hi Barbara
- Social Centered Selling Policy Review
- I could use your help
- Management email lists
- A 30-year veteran direct marketer I want to introduce you to
- Re Meeting as on March 21
- Setting up a call
- Still interested
- We haven't heard from you
- Want more customers
- Would you like to see your website on top in Google?
- Financial advisor contact details available
- Management lists
- Proposal for SEO services
- Supporting Talent Builders
- Setting Up a Call
- Social tools alone don't increase sales



Subject Line: We haven't heard from you

"Barbara,

I'm not sure if you received my initial emails as I have not heard from you but if you could please let me know your interest level in XYZ company lead management solution on a scale of 1-4

1. Not interested in buying just like our info
2. Interested, but not for a while
3. Interested and will be evaluating a solution shortly
4. In the process of evaluation for purchase soon

I would like to thank you for taking a look at XYZ. Please feel free to contact me with any questions you may have.

Subject Line: Just checking

"Good Day,

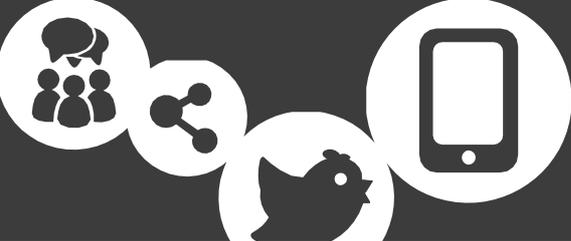
I'm checking to see if your company would be interested in outsourcing B2B lead generation and B2B appointment setting services.

What we do is set-up a phone or face-to-face sales meetings for you. We have trained specialists who will conduct an intensive e-mail and calling campaign in your behalf to speak with your potential customers and introduce your product/service. If the prospect is interested, we set you up an appointment so you can do a formal presentation and close the deal.

I can have one of our sales executives call you to discuss this in greater detail. Please send me a good time and number to reach you."

In the first example, once again, I'm being asked to waste time responding to their questions, and I imagine if I hadn't opted out of more messages they would have just kept spamming me. I just wonder what makes the seller or the marketer think this is a good idea?

In the second example, they tell me that part of their offering is conducting intensive email campaigns on behalf of their clients. Given that the type of email they sent to me is probably like what they'd send on my behalf, I have to respectfully say, no thanks.



Subject Line: Management lists

“Hi,

Great day to you!

My name is XYZ, I work with an online Marketing company. I was going through your company website and found that our contact lists could bring more leads and viable customers for your organization.

Decision makers Titles: Top-level executives like CEO, CIO, CTO, COO, CSO, Presidents, Chairman’s, GMs, mid-level Managers, Sales and Marketing Managers, HR Managers, Finance Managers etc.

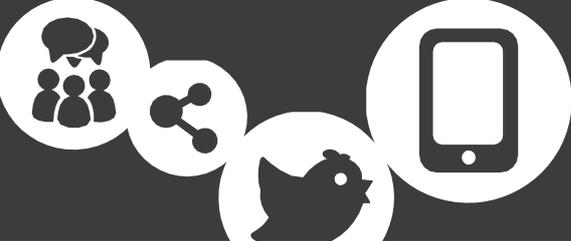
Our list comes with full contact details like Contact Name, Company, URL, Title, Physical Address, Phone/ Fax Number, Industry, SIC/NAICS Code, Revenue Size, Employee Size and most importantly with verified Email addresses. Blah, blah, blah...”

Here’s the problem with this email. It came from my friend and colleague, Joanne Black of [No More Cold Calling fame](#). If this rep had actually visited her website, which I know he did not, then he would know that Joanne would never respond to this type of sales pitch.

Joanne has built her business on referrals. She isn’t going to buy a list and then blindly email people that she doesn’t have a relationship with yet. Moreover, this sales rep merely dropped in a chart of lists and references the decision maker levels available, but has no idea who the target client for Joanne’s company is. For brevity’s sake, I omitted the chart including about 20 different types of lists most of whom would never be a target customer for Joanne. For referral selling, you can make the case that a list of chief sales officers might make sense, but HR and finance managers?

This message could have been improved by tailoring it to the person who would receive it. I cannot stress enough the importance of CUSTOMIZING messaging to make it relevant to the person receiving it.

TIP: Don’t say you visited someone’s website and then make it clear by the message that you actually didn’t. You lose all credibility by doing so.



Subject Line: Social Centered Selling Policy Review

“Barbara,

As a fellow business professional, I know you have a full plate! So I'll make this brief-

XYZ has guided Atlanta business professionals for nearly 30 years with the reputation of trust and outstanding service.

We've helped hundreds of people obtain great life insurance in the neighborhood.

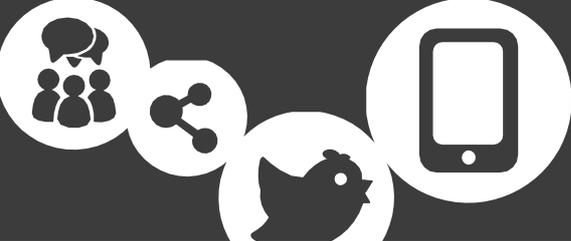
Example of a recent life insurance placed for 35 year old male -

\$1,000,000 - \$24.37 a month

Can I run quotes from some of the top rated carriers for you?”

The subject line makes it seem as if the policy review is for my business, which I assume means he wants to help ensure that I have the right business insurance. He mentions life insurance but doesn't say why that would benefit my business. The worst infraction however, is the reference to the life insurance quote for a man. I am a woman. If he can't be bothered to customize this email with information that is relevant to me, why would I waste time getting back to him? The obvious answer is – I wouldn't.

This also reminds me of an email I received from a company that sells custom suits for business people. They mentioned how they suit female professionals like me. The email talked about their process and pricing and then the ask was to set up an appointment to come to my office to take my measurements. The email came from a man. Do you really think I'm going to let a man I have never met come to my office to measure me for a suit? I was encouraged to visit their website to see the testimonials. The website made it clear that women were not their core audience nor were there any testimonials from women, but they try to convince me they do a wonderful job for women. Wrong on many levels.



Subject Line: Social tools alone don't increase sales

"Dear Barbara,

I completely agree with your statement that social tools alone don't increase sales or cure sales performance problems, but I do believe empowering reps to harness the power of social is the key.

I am the co-founder of XYZ and I am personally inviting 25 sales thought leaders an all-access backstage pass to our private beta.

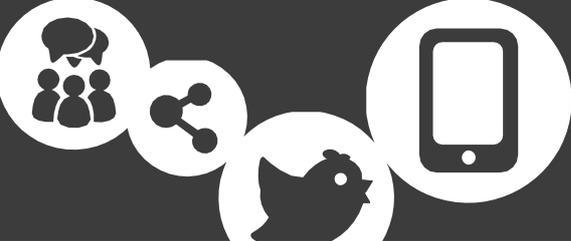
XYZ is the ultimate wingman for Sales. We aggregate publicly available information across multiple social networks to help B2B salespeople increase connect rates, win more competitive deals and increase customer loyalty to build genuine relationships with prospects and customers. The XYZ's have a slightly different philosophy on "social selling". If you're curious, amuse yourself with our playful 2-minute parody or dive into further detail on our blog."

This person started in the right direction but the message went awry very quickly. I often write about how technology only enables the sales process but without good selling skills you'll have a problem. It appears that this woman read one of my blog posts and says she agrees with me, but then goes on to tell me why her technology and harnessing the power of social is key. Credibility just flew out the window. If there are sales performance issues; i.e. sellers cannot sell consultatively, communicate, listen or present well, how does another piece of software solve those problems? They don't.

The other issue is this email is simply a pitch and focused on the sender. She tries to flatter me by telling me I'm on a short list of thought leaders chosen to beta her product. In short, this email is of no value to me whatsoever. This came via LinkedIn InMail, which means no personal relationship with this person

Amuse myself by watching your parody? I don't think so.

By now I hope you are starting to understand why your sales message either earns you a delete with no chance at having a sales conversation, or you just wind up in an ebook like this one that talks about ineffective emails.



A new comment on the post "It's All in the Details" is waiting for your approval

Comment:

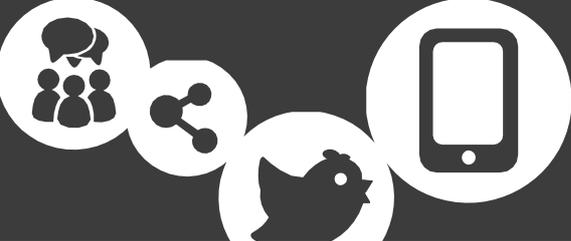
“Hello Web Admin, I noticed that your On-Page SEO is missing a few factors, for one you do not use all three H tags in your post, also I notice that you are not using bold or italics properly in your SEO optimization. On-Page SEO means more now than ever since the new Google update: Panda. No longer are backlinks and simply pinging or sending out a RSS feed the key to getting Google PageRank or Alexa Rankings, You now NEED On-Page SEO. So what is good On-Page SEO? First your keyword must appear in the title. Then it must appear in the URL. You have to optimize your keyword and make sure that it has a nice keyword density of 3-5% in your article with relevant LSI (Latent Semantic Indexing). Then you should spread all H1,H2,H3 tags in your article. Your Keyword should appear in your first paragraph and in the last sentence of the page. You should have relevant usage of Bold and italics of your keyword. There should be one internal link to a page on your blog and you should have one image with an alt tag that has your keyword....wait there's even more Now what if i told you there was a simple Wordpress plugin that does all the On-Page SEO, and automatically for you? That's right AUTOMATICALLY, just watch this 4minute video for more information at.”

This has become common place and it is annoying. Spammers are now resorting to either commenting on your blog posts in hopes of getting your attention, or they are using your “contact us” form on your site. Either way, it is a practice that should stop. Do people who send these sorts of messages actually think they are helping their cause?

I’ve also noticed a trend in suggesting the buyer go read the blog, watch a video or do other investigation on their own. Isn’t the job of the salesperson to provide some initial education as to why I might want to talk to them? Why am I going to stop what I’m doing to go figure it out?

The odd thing is that I was told about the SEO mistakes being made, which is all jargon to me by the way, and how to correct the problem but the sender never actually told me how they could help me.

I simply trashed this comment and went on with my day.



Subject Line: A 30-year veteran direct marketer I want to introduce you to

“Hi Jamie,

I want to introduce you to a direct marketing entrepreneur and copywriter who has worked with many coaching, mentoring, and information publishing businesses as a marketing strategist and copywriter and created millions of dollars in sales for them.

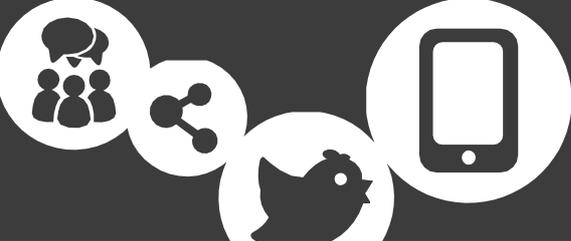
He recently discussed with me the massive "opportunity gap" even the best in the business unknowingly have in their marketing ... And how closing that gap can multiply your sales and profits, and create unheard of jumps in response rates as it has for many of the best direct marketers – and some of the largest players in the business.

Increases in sales and profits of 100% to 200% and more ... I thought this might be something that would interest you? XYZ’s copy breathes fire, crackles with energy, radiates a contagious passion for whatever he sells.

"After 30 years as a direct marketer and copywriter, he has a knack for knowing exactly what to say to trigger out-sized advertising response. He deserves all of his remarkable success, and so do the clients smart enough to hire him.“

And the industry he loves the most is YOUR INDUSTRY - high-end business coaching, marketing, and mentoring...”

This email sent via LinkedIn came from my colleague, Jamie Shanks at Sales For Life. It was so ridiculously long that I had to cut most of it, but I think you still get the point. This is a typical Internet 101 sales pitch being sent to people via LinkedIn InMail and it is bad. This guy really doesn’t know a thing about Jamie’s business and it uses an old fashioned formula for trying to grab attention. Who cares how great this marketer is supposed to be. The question is what can he actually do to grow revenue for Jamie’s company? Or anyone else’s for that matter. Bragging about how great you are isn’t what matters to buyers. Helping them solve their business problems is what they care about. This is a great marketer? Judging by the email, perhaps not so much!



Rule #3: Don't Insult Prospective Buyers

"I've just read through PAKRA's website and blog. While I think what you're doing is really interesting, I also know that I could write much better content for your website as well as blog posts that make for truly compelling reading.

It's not easy to hear that what you're already doing isn't the best it can be. But I assume that, as CEO and founder of PAKRA, you'll welcome a bit of advice from a seasoned, professional writer with a long career of writing content that people love to read.

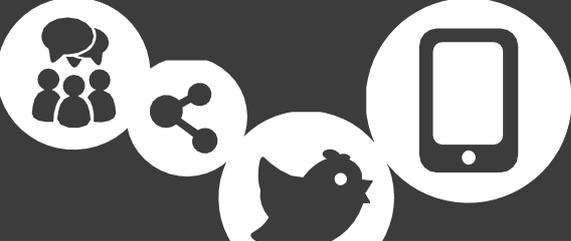
"Linking game-play performance to work process performance" means a lot more, for instance, to you and your techies than it does to me or anyone I know who might actually buy your games. It looks to me like your software teaches employees how to deal with a variety of situations at work, giving them better skills in the workplace. And yet, to be effective, the games must be fun. Why don't you use a catchier slogan to get this message across? Something like PAKRA Games: Work at Play. Or, Fun Games for Better Workers?

Why have a website that's ponderous to read? Why have a blog with a headline so long that it will never show up in search engines? Why start that blog with a biographical paragraph which, really, no one wants to read?

I'm an experienced copywriter, journalist, internationally best-selling author, and editor with a great resume and an even more impressive set of clips. I write web content that sings — that will shout PAKRA Games from the proverbial rooftop and bring more customers to you. People who come to the PAKRA website and read my writing will enjoy themselves so much, they might not want to leave — sort of like playing one of your games, right?"

My colleague, Rini Das, CEO of [PAKRA Games](#) sent me this one. Rini told me she was initially drawn in but then the email left her more annoyed than amused. I omitted the last paragraph, because frankly, I was tired of hearing Sherry brag about herself.

The email starts off well enough. Clearly, she did some homework before attempting to engage with Rini, but then, in my opinion, she goes overboard. Suggesting that the copy could be better is one thing but the pompousness is a bit much. Telling your prospect that their copy essentially stinks and that they write blogs no one wants to read? Perhaps not the best sales approach.



Rule #4: Skip the Jargon and the Buzz Words

“Good Day!

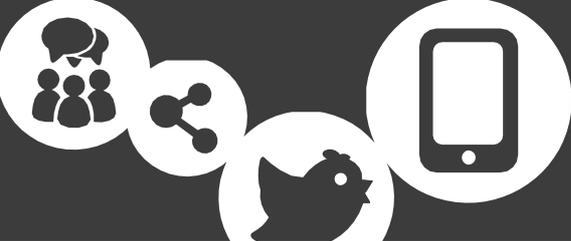
XYZ Services is a technology services company which provides “CEO’s, CFO’s, Operations, Sales, and Training Managers” the ability to share content by educating, energizing, mobilizing, motivating, and training their consumers, prospects, and employees. Our new product called Whatever and Whatever are tools that will transform your business into *focused energy*! The link above is a “Manager” who conducted a Webinar Training on XYZ’s Educational Services. It was extremely successful for her and her business/company. I would greatly appreciate 15 minutes of your time to learn more about your company and how you currently communicate within your organization and if you’re experiencing the “White Water Mentality.” My goal is to help you get more Psyched up and in Sync! Do you need increased productivity, a wider audience, and more business sales? Let’s invest some time and see where WE can GROW together. Change is inevitable. Vision means rallying the troops!

I look forward to collaborating with you soon!”

Oh, where to begin. I have no idea what this company actually does. Do you? Their new tools will transform your business into focused energy? This seller mentions that the platform is for five different leadership types in a company but none of the message is personalized for any of them. Frankly, this should be five different emails. What the CEO cares about is much different than what’s on the training manager’s mind. He wants to know how I communicate within my company and if I’m experiencing “white water mentality”. Do you know what that means?

Finally, he wants to help me get psyched and in sync. And, I’m told that change is inevitable and vision means rallying the troops. Should I be insulted that the assumption is I resist change and have no vision?

This nonsensical email is filled with jargon, buzz words and lacks any clarity as to the value this seller can bring to my business. I have a picture in my mind of what a sales meeting with him would look like. It’s not pretty.



Rule #5: It Is Not About You

“Hi,

This is a salesperson from 'XYZ'. We specialize in Web development, SEO, and Mobile programming. We are adjunct partner for Apple and HTC. We also do work on Android, Blackberry and Windows Mobile.

My firm is a leading Mobile Application Development company with an impressive portfolio of Consumer and Enterprise mobile apps. A few of our clients are ...

We are running a special and we are offering a free onsite consultation visit. Our free visit will include:

Evaluation of your business and show you how having a phone app will be benefit your business.

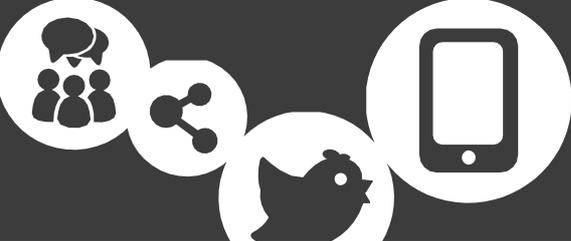
An assessment of your current website to determine if you are using the latest tools like HTML 5

How your website is ranking in the search engines in Google.

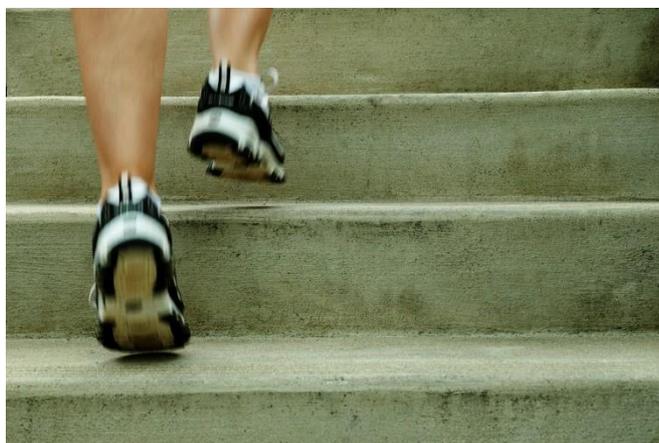
Since phones apps are becoming a standard getting an app develop for your business now will enable you to stay ahead of the competition. And a great thing about XYZ is that it does not cost you anything to start.

I will be in Florida, very close to your office. I would be happy to drop by and share some of our expertise with you. Please let me know if we can meet sometime in the afternoon on Friday, March 21.”

The first thing you notice is that the seller tells me all about his company and product. Not a word to indicate anything about me or my business. But the last paragraph confirms he has no clue. One, the email was sent to me on March 20 and he wants a meeting the next day. Two, I'm based in Atlanta, GA; he is in Florida. Not exactly close to my office. Question is – did he actually visit my website? The address is right there.



Steps to Take Next



Hopefully, these few examples provide perspective on what not to do. Whether you craft the email yourself or your marketing team gives you a boilerplate template, you need to customize your email with the buyer in mind. Before you start arguing that customizing takes too much time, how much time did you waste sending emails similar to the ones I've showcased that never generated a sales opportunity?

When crafting sales messaging, keep these tips in mind:

1. Know your audience.
2. Make the message personalized, focused and relevant.
3. Skip the jargon and buzz words.
4. Include metrics to support success stories.
5. Get another perspective before sending the email or presenting your story.

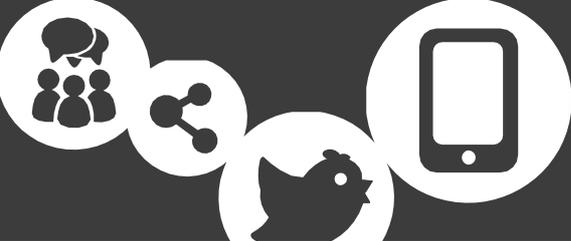
An email like this one will generate more return on your effort.

“Barb, I know from hearing you speak, reading your blogs and following you on Twitter that you are someone interested in technology that helps you build your business. One of our clients – a training company similar to yours - told us that in one year, they had doubled revenue, profits and the size of their customer base as a result of using our educational platform.

I believe our solution might interest you, because it is another way to reach an expanded audience. If you would be willing to spend 15 minutes with me, we can determine if this would be a fit for you.

In the meantime, I've included a worksheet that you might find useful when planning your next training program.”

It all starts with knowing what your target buyer cares about. That means doing your homework and it isn't difficult or that time consuming to do.



Conclusion

Your ability to achieve quota objectives relies on your ability to create messages that scream VALUE at every stage of the selling process.

Every interaction, beginning with the first email you send or phone call you make, matters. Reflect on how you approach prospective customers today and determine if you need to change what you are doing.



Begin by defining your ideal customer persona – you need to understand what they care about, the business challenges they face, the competitive threats on their mind. Use the internet, their company website, social networks or business tool like InsideView to dig deeper into what matters most to them.

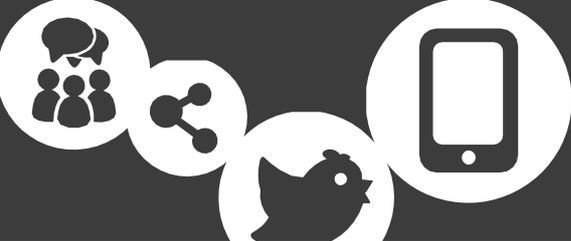
Target every single message keeping your focus on what the buyer cares about – results. Ditch the pitch in favor of a better approach to generating interest in the mind of your buyer. When you demonstrate that you've taken the time to learn about them, you are more likely to secure the sales meeting you want.

Yes, learning about your buyer and customizing your messages takes more time than sending boilerplate emails in broadcast batches. But if you have something to sell, I assume that your end goal is to secure sales meetings that can then lead to qualified sales opportunities in your pipeline. Cranking out mass emails is easier, but you only waste time that could be better spent on the types of activities that fuel your sales funnel.

I hope you'll be inspired to do things differently, because in today's competitive environment, your message really does matter! Make this your competitive advantage and benefit from better results.

If you would like help analyzing and evaluating your current sales messaging, let's schedule a time talk to you about how we can work together.

Call +1-404-647-4925. Skype: Barbara.Giamanco



About Barb Giamanco



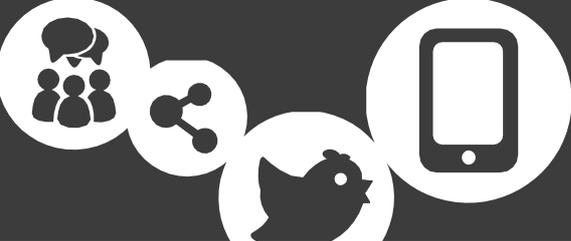
With a mission to *Ignite Sales Transformation*, my passion is in helping salespeople and sales teams sell more, more often!

I'm honored to be globally recognized as a leader in Sales. I am the co-author of *The New Handshake: Sales Meets Social Media*, a keynote speaker, sales and social media coach, corporate webcast host to top technology companies and the host of the popular *Razor's Edge* podcast bringing the world's experts in business, sales, marketing and service to you.

I am consistently named a Top 25 Influential Leader in Sales, a Top 25 Sales Influencer on Twitter, one of Top Sales World's Top 50 Sales and Marketing Influencers and recognized as one of the world's Top 65 Women Business Influencers alongside leaders like Arianna Huffington, Sheryl Sandberg, and Melinda Gates.

With a desire to give back to the sales community by contributing educational content, find me and other sales experts at the Sales Experts Channel on BrightTALK. [Subscribe](#) to the channel today to access all the excellent content that is available to you live and on-demand.





We work with Sales and Marketing teams to achieve sales results. For the past 12 years, customers have hired Barb and her team for Sales and Social Selling Coaching, Training, Strategy and Speaking services. They also hire Barb to host their Corporate Webinars and Podcasts.

We've trained and coached more than 30,000 sellers, many of whom are often shocked at how quickly they see results.

Using an approach learned during a social selling program we conducted, a sales professional at a Fortune 500 high tech company closed a \$500,000 deal in less than 30-days after being stonewalled for 3 years.

Services:

- Coaching – individual and group coaching for anyone who sells.
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- Keynote Speaking – retreats, sales meetings or conferences.
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To learn more: visit www.scs-connect.com or call +1-404-647-4925.

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