

# Email PowerProspecting

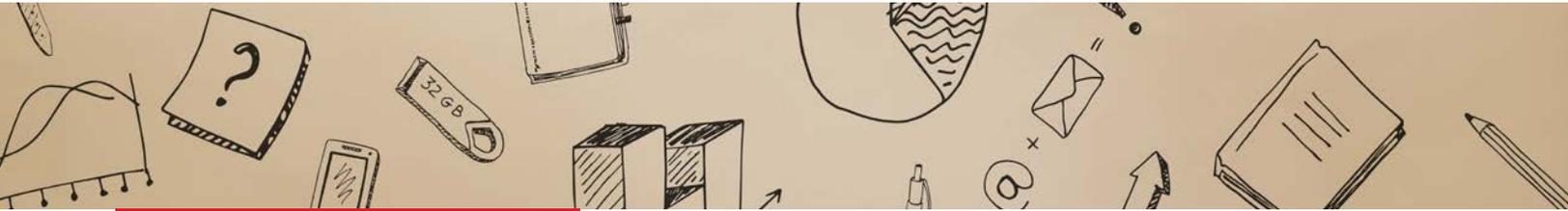
## BREAKING THROUGH THE DELETE BARRIER

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SECOND EDITION

**KLA**  
group



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Email is today's #1 sales prospecting tool but with prospects often receiving over 100 emails a day, it can be challenging to break through. A well-written prospecting email can elicit a response when dozens of phone calls go unanswered. Effectively done, it's more efficient than cold calling. And yet, most sales reps struggle with email prospecting, often realizing no results at all.

### **Why is that?**

The problem is the "email delete barrier." Your email has only three seconds to break through.

1001 – 1002 – 1003.

**DELETE**

Your email is history.

The good news is that this ebook will teach you how to break through. You'll learn how to write compelling subject lines and calls-to-action that cannot be ignored.

Want to know how long an email should be, how many emails you should send at one time, and how many emails you should send a prospect? You'll find guidelines for these and more.

This ebook will  
teach you how to  
break through.



When all else fails, remember the lesson of the 69-word follow-up email. That will make sense by the time you flip the last page. And we'll leave you with a list of email address resources.

### **Salespeople who have used the techniques revealed in these pages have seen...**

- **12% - 62%** email response rates
- A **same-day response** after dozens of previously unanswered attempts
- Response from a top prospect in **6 minutes**, after weeks of unsuccessful cold calling
- **17% increase** in commissions
- An appointment for a **\$156,000 opportunity** with a new company within a week of trying our ideas

The ideas in this ebook are meant for salespeople. The goal is to secure appointments with new prospects. Many of the ideas will work if you're in marketing and writing nurturing or lead generation campaigns. But what you'll notice is that these email strategies are very personalized to the contact. Not all marketing email campaigns can do that.

If you're in a marketing role and want to write emails that appeal to the personas in your target market, read on. Just tailor the personalization to fit a wider audience.

The secrets to powering through your email prospecting problems begin on the next page...

# 3 Reasons Prospects Ignore Your Emails



In a perfect world, every email we send to a potential client would be read and responded to right away. Unfortunately, with over 100 emails flying into their inboxes every day, most prospects are too busy to even look at all the messages they receive, much less act on them.

By avoiding the most common mistakes other salespeople make, savvy sellers like you can move to the top of the inbox and fill your sales funnels with new leads.

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*Shelly, one of our clients, recently reported that she got a **response from a top prospect after only 6 minutes** – and this after she'd tried to reach him by cold calling for weeks! She was shocked by how only a few tweaks to her prospecting email got such a quick response.*

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You can get results like Shelly's simply by remembering the three biggest reasons prospects ignore your emails – and then avoiding them.

## 1. They never got your email in the first place.

With the sheer number of unwanted email messages most of us receive, it's no surprise that spam filters are becoming more and more aggressive. Microsoft Outlook uses Clutter. Google has its own spam folder. Then there is the "junk" folder and the SPAM filter software your prospects' companies pay for specifically to stop emails.

With over 100 emails flying into their inboxes every day, most prospects are too busy to even look.



Messages with attachments (especially large ones), lots of links, and marketing graphics aren't likely to make it to the recipient's inbox in the first place.

Keep your prospecting emails simple and image free, even in the signature area. Limit the number of links in the main body to one. They'll have a lot easier time making it past SPAM traps and junk filters.

## **2. You didn't give prospects a strong enough reason to take action.**

From the subject line to your salutation, from the content to your tone of voice, if poorly done, any of these can cause your email to hit the delete barrier.

Your goal is to make all these elements so intriguing that the prospect can't resist engaging. We'll talk about how to do that in the next chapter "How to be Irresistible."

## **3. It seemed like too much to deal with at the moment.**

You have three seconds — or less — to convince a prospect that they want to read your email and it won't take up more time than they've got at the moment. They'll give it a quick glance and decide. It's what I call the "Glimpse Factor."

Your goal here is to make your email sound compelling and also look easy to act on.

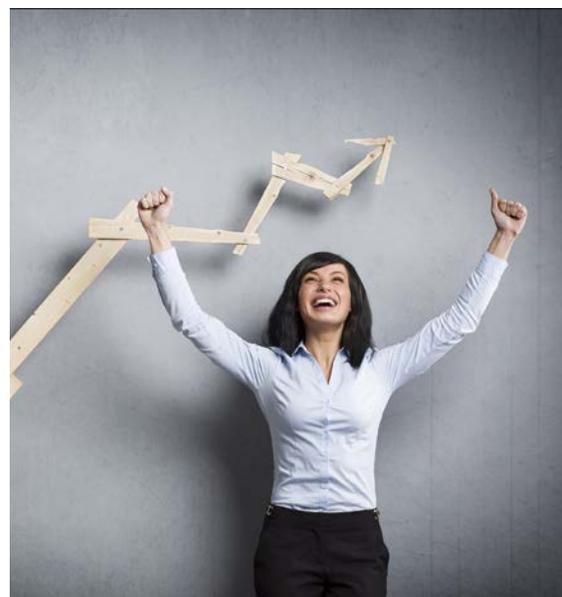
In the next chapters, we will explain how to make your emails irresistible — how to write must-open subject lines and how to be relevant and personal. We'll give you tips on how to simplify your message and your call-to-action.

You may never achieve a 100% response rate, but if you follow these steps, I promise you'll see an enormous improvement just like Shelly did.

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*I recently received a tweet (yup, a tweet!) from a follower who said my subject-line tips alone have significantly increased his response rates. One client got so many replies he stopped counting! Response rates between lows of 12% and highs of 62% are real.*

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# Identify your email SPAM traps.

Go to your sent emails box and open two recent prospecting emails you sent. Answer these four questions to determine how likely it is that your emails will be ignored:

## 1. How many links did you include in the body?

\_\_\_\_\_

## 2. Is there a big graphic anywhere in the email?

Yes    No

## 3. Did you include an attachment?

Yes    No

## 4. How much time does it look like it will take to read the email?

\_\_\_\_\_ seconds / minutes



# How to be Irresistible

**In just three seconds**, your prospects make the choice between reading and trashing your email. Beyond that, you want them not only to read it but to respond so you can begin a sales conversation. The key is to be irresistible and distinguish yourself from other salespeople. That's what will get your email past their delete barrier.

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*Nick is a telecommunications sales rep. He uses email as his primary prospecting strategy. Nick was frustrated because his prospecting emails weren't generating any responses.*

*When we reviewed his emails together, we discovered that they were long and centered primarily on his company's services. Additionally, he had included one attachment outlining their service offerings and a second attachment highlighting a case study.*

*Nick's emails needed an extreme makeover to draw his message out, differentiate himself from everyone else using email prospecting, and grab his prospects' attention. As Nick changed his approach, he suddenly saw an increase in responses. Within one week, he'd secured an appointment for a \$156,000 opportunity with a new company.*

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Your goal is to be irresistible, differentiating yourself from other salespeople.



Here are six tips that our clients have proven really work.

## 1. Start with a damn good subject line.

If you're sending email to people who won't recognize you or your company, it's critical that the subject line grab their attention and entice them to open the email.

One of the best ways to do that is to make the subject line personal and relate it to an issue that is top of mind for your prospect.

No, don't incorporate the prospect's name. Rather, make the subject line about something that sounds like it was intended just for them or is about an issue they're dealing with at the moment.

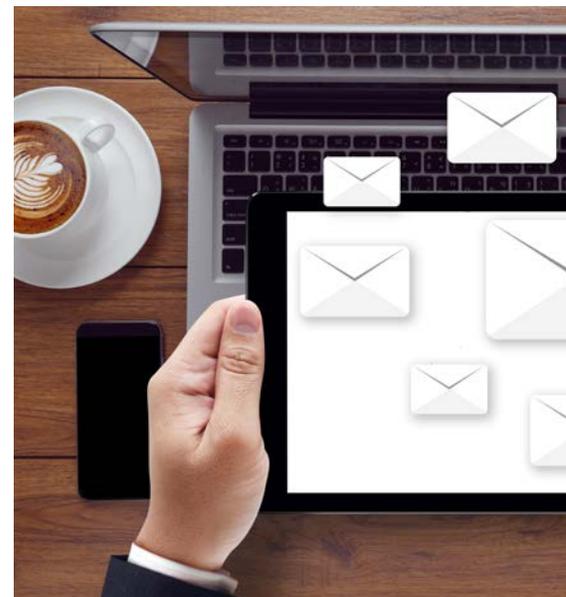
Your subject line should not be a question. Instead, make it a statement and keep it brief, ideally six words or less. With most people checking their email on a mobile device, shorter subject lines get better results.

Some of my favorite must-open subject lines are statements that open a conversation about the prospect's availability and assume they will meet with you.

- *Meeting Wednesday at 10*
- *Meeting Friday 6/20*
- *Setting a time to talk*

Others relate to a top-of-mind business issue you suspect they're grappling with.

- *Overcoming fiber optic hurdles*
- *SMB tax liability changes*
- *Meeting re: compliance issues*
- *A recommendation for benefit plan changes*





## 2. Remember it's not about you.

As hard as it is to believe, few people care that your company has a long track record of success. Prospects are too focused on their own problems and issues to bother with that.

If you want to differentiate your email from everyone else's, focus on the prospect, not yourself.

The point isn't to tell them more about you and your services. It's to give them a strong enough reason to begin a conversation with you. That's really all you're trying to do with your email – start the conversation.

## 3. Be specific and relevant.

How do you create a strong enough reason to engage? Keep the focus of your email firmly on your prospects' issues. Tailor your message to an issue at the top of their Value Curve. Talk about issues and trigger events that really matter to them, emphasizing those you can help solve.

To do this, you'll need to narrow your list to a micro-segment of prospects facing common business issues. For example, if you're writing to business owners of small- or mid-sized companies whose priority is the security of their clients' data, your message should address this particular challenge.

If there are legislative, industry, or annual trigger events occurring and you have solutions for them, focus your email on those events.

The object is to create a compelling message based on a challenge you can address. Narrowing your list allows you to get very specific with your message.

Keep the focus of your email firmly on your prospects' issues.

#### 4. Be direct about what you want.

A relevant, top of the Value Curve trigger event message is important. It's what will get prospects reading. But it isn't what will get a response.

Your prospects may read your email with rapt interest, but unless you tell them what you want them to do, your email will just be another informational post. And you don't want that.

**You have to ask for close** – the next step, the action you want them to take. That's the job of your call to action.

Because this ebook is about email prospecting, your goal is most likely to get an appointment or a referral. So, ask for it in the email. Don't leave it up to your prospect to figure out that you'd like to meet. State it and suggest a date and time.

Then consider whether what you've asked them to do will take only a moment or two because that's precisely how long they have.

#### 5. Picture a prospect, not a figment of your imagination.

Remember you're writing to a person.

Picture a real prospect sitting across a desk from you, someone you know in real life. Not a figment of your imagination. Write to that person. Forget about that list of names you're really emailing and focus on the real person.

Begin your prospecting emails with a warm greeting that includes the contact's first name, such as, "Hi Joel" or "Joel."

If you don't have a name, eliminate the company from your prospecting list until you secure one. Sending an email with no name will immediately hit the delete barrier and destroy your image of writing directly to them.





Some people recommend against using “Hi” in the salutation. Personally, I like it. In our experience writing and sending email content for clients, small- and mid-size company prospects respond well to it. They want a more friendly and engaging interaction. Prospects in enterprise companies tend to be stiffer than SMB companies. So, drop it for them if that makes you more comfortable. But remember, your goal is to be irresistible, differentiating yourself from other salespeople — even in your email salutation.

## 6. Forget your seventh-grade English teacher’s grammar rules.

Throw away the perfect grammar your seventh-grade English teacher pushed on you. Emails are the start of your conversation with a prospect. They should feel conversational. To accomplish that, be less formal and use a more casual tone. That’s part of what makes them feel personal and inviting.

Remember that prospect you’ve pictured sitting across a desk from you and “talk” to him or her in your email. The more comfortable and engaging your email, the more likely you’ll get a response.



# Email examples

Here are two examples of how your email might sound. The first example is very direct and will appeal to people who are further along in their buy cycle and know they want to improve their situation. The second is softer, for people who are interested in hearing ideas that may help improve their situation.

Those are two subtle differences for your email and both will work. Select an approach that you think best fits both your target contact and your personal style.

## Email 1, Direct Sales Call to Action:

*Personal subject: Meeting Thursday*

*Business Issue subject: Overcoming internet connection hurdles*

*Hi Dave,*

*Protecting applications (especially cloud-based applications) and networks with a truly redundant high-speed internet connection is a critical challenge for small and midsize companies. I'd be interested in talking with you about how you're addressing high-speed internet connectivity.*

*By chance are you open next Thursday at 2:00 for a brief call?*

*Best regards,  
Jennifer Rivers*

## Email 2, Softer Sales Call to Action:

*Personal subject: Meeting Thursday*

*Business Issue subject: Overcoming internet connection hurdles*

*Hi Dave,*

*Protecting applications (especially cloud-based applications) and networks with a truly redundant high-speed internet connection is a critical challenge for small and midsize companies. I have three ideas about how you may be able to protect your applications with redundancy based on work we've done recently with companies in Chicagoland.*

*By chance are you open next Thursday at 2:00 for a brief call?*

*Best regards,  
Jennifer Rivers*





# How irresistible are you?

Look at those two recent prospecting emails you identified in Chapter 1.

**Note the name of a real prospect who this email would fit:**

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**1. Did you write a subject line that will grab this prospect?**

Yes     No

**2. What needs to change in the subject line?**

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**3. Did you talk more about the prospect than yourself?**

Yes     No

**4. What trigger event did you use as the core of your message?**

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**5. Does the real prospect care about the trigger event?**

Yes     No

**6. Does your email sound conversational and engaging?**

Yes     No

# How to Make Your Email 'Easy as Pie'



I hate long emails. They require too much effort to read and typically include action items I just don't have time for. No doubt you've experienced it, too. Your customers are no different, and that fact may be affecting your email prospecting success.

Suppose you've met the criteria for an irresistible email – it's relevant, personal, focused on a real top-of-the-Value Curve need the prospect has. You worded it carefully, expanding your thoughts on the business issue to avoid being misunderstood or outlining a great recommendation. You formatted it with underlining and bolding to call attention to critical details. You used bullets or numbering to make it simple to read.

And what happened? **No response.**

You thought your detailed sentences in the 221-word email would streamline the sales process, simplifying their effort.

But it didn't work.

You received no response because it felt too time consuming and difficult to do.

These tips can help you get results, because they make your emails look fast and "easy as pie."

You received no response because it felt too time consuming.



## 1. Consider who you're emailing.

If you're selling to small- and mid-size companies, the decision maker you're working with is frequently the owner or a top executive with responsibilities across the company from performing work to setting the business strategy. Several company owners I work with sell, manage their full staff, and plan the direction of the company all in a normal day's work.

If your target market is enterprise companies, your key contact is most likely a manager with too many assignments on his plate as well as staff to manage.

**The point?** Regardless of who you're selling to, your prospects are all busy people wearing too many hats. Your email needs to make their lives simpler, not harder.

## 2. Recognize that email is an interruption.

While email is part of our everyday work life, few people typically allot time for it. Your email is an interruption that they're hoping they don't have to deal with.

**In fact, they're looking for a reason to delete it.**

So don't expect to cover the same amount of ground that you would in a meeting.

If you're sending a prospecting email, don't try to outline everything you know about the business issue you suspect their grappling with right now. Mention it with one or two relevant, supporting facts, then suggest a meeting. Peak their interest, but don't give them all the details. Save the valuable information and ideas for a real conversation.





### 3. Be brief.

Your aim with a prospecting email is to start a conversation so you can set a meeting. A recent [U.S. Consumer Device Preference Report](#) cited that more than 2/3 of all email in the United States is read on smart phones. While screen sizes are actually getting bigger, many people still use small phones.

**The same report cited that 50% of emails opened on desktops were read for 15 seconds or less.**

And while most of this report feels consumer-focused, the reality is all our prospects are both business buyers and consumers. Many of their personal habits impact their business habits, especially as it relates to email.

What these statistics tells us is that you must keep your emails brief.

My rule of thumb: keep the word count to under 99 words. It's not a lot of words. But if you want a response, you want to make your emails fast, fast, fast to read. Go shorter if you can while still making sense!

Then, make your follow up emails even shorter – 69 words or less.

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*Jeff couldn't wait to share how he landed a \$50,000 opportunity with a physician. He'd been focusing on the right trigger event, but his email was arduously long. He couldn't get the physician's attention to set a first meeting. As soon as he shorted it, the physician replied and Jeff was able to secure his first meeting.*

---

If you want a response, you want to make your emails **fast, fast, fast** to read.



#### 4. Make it easy on the eyes.

If possible, limit yourself to two paragraphs with the first paragraph containing 3-4 sentences and the second paragraph being a short 1-2 sentences.

Put the key message with your trigger event and call-to-action in the first paragraph so prospects won't miss it when checking email on their mobile phone. Use the second paragraph for the specific meeting time. If you caught their attention with the trigger event, they'll read on.

Be intentional about where you place your paragraph breaks. The minute you have one, you create an opportunity for your prospect's attention to stray, and your email could hit the delete barrier.

#### 5. Shorten your signature.

Keep your email signature length short. Signatures with too many rows take on the appearance of being part of the actual email. Suddenly your nice short email looks long and time consuming, especially on mobile phones.

If you have a lot of information you have to include, reduce the font size, remove your email address, and look for ways to abbreviate the text. If prospects aren't going to read your email because your signature is too long, then it doesn't matter if the extra information is there or not!



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*Simon applied these tips to his microsegment of 100 companies and was so excited with the results he couldn't wait to share. "I wrote my email based on what I learned from you. I sent it to 15 of the companies just as a test. I got a reply back within 11 minutes of sending it – and the contact had already looked at our website! This is awesome! THANKS!"*

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# Evaluate your 'easy as pie' rating.

Choose two more recent prospecting emails you have sent recently.

**1. What can you do to reduce the number of words and shorten the number of paragraphs you typically use?**

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**2. Does your email signature give the illusion of a long email?**

Yes    No

**3. How can you shorten your email signature?**

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# Follow-Up, the Missed Opportunity

I wish there was a way to calculate the value of missed opportunities that got away only to never be followed up on again. In my book, *Selling Against the Goal*, follow-up is one of the Six Keys to Success. That's because the majority of all leads turn into a sale for somebody within 18 months. But if you don't follow-up, that somebody won't be you.

**Follow-up is a critical step in getting email responses.** With prospects overwhelmed, making three-second glimpse factor decisions, and 100 emails streaming in per day, don't expect a response to your first email.

Our experience shows that it takes 9+ attempts to get a prospect to respond — to email, calls, whatever. And, that number only increases the higher the level of contact you're trying to reach in a company.

With all this in mind, it's vital that follow-up become an integral part of your prospecting strategy. Here's what we recommend.

## 1. Begin by limiting the number of emails you send.

People today expect you to reply to their email within 24 hours or less, so don't send more prospecting emails than you can answer. Should your contacts all respond, you could become overwhelmed.

The majority of all leads turn into a sale for somebody within eighteen months.



Often your prospects aren't sure if your email came from a real person or from a marketing automation system in a marketing blast. When you respond quickly, you remove the doubt.

## 2. Follow up within three days.

If your prospects haven't responded in three days, plan to send a follow-up email. Three days is long enough for them to have received and read your message but not so quick that they'll feel as if you're hounding them.

Consider calling. Sure, you may prefer email, but mix up your strategies. Use the phone as part of your follow-up, too. Sometimes it takes picking up the phone and leaving a voicemail to get prospects to notice your emails.

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*Deborah was using Constant Contact to monitor her prospecting email opens and know when to follow up. She was frustrated that that Sophie, an old prospect she'd spoken with at length in the past, hadn't read any of three recent emails she'd sent. Finally, at my urging, Deborah picked up the phone to follow up and reached Sophie on the second call.*

*During the conversation Sophie shared "I don't remember getting your emails, so I'm glad you called." Not only did Sophie purchase a new service from Deborah, she also shared 2 leads to additional companies that could use Deborah's services.*

*As Deborah put it, "Sometimes you just have to call!"*

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## 3. Be persistent.

Studies repeatedly show that most salespeople give up after the second attempt to reach someone. I recommend that you get persistent. Wait a few days between each attempt, but stay at it until you've tried at least nine times.

Use a combination of email, phone, LinkedIn, drop-in visits — even postcards, letters, coffee and cupcakes — to mix it up. The goal is to get in the door, start the conversation, and set an appointment.

**Email is only one approach.**

It's likely that your emails will be the catalyst prospects respond to, even if you use other approaches.



When you mix it up, you build Recognition ROI and your prospect will notice you. It's likely that your emails will be the catalyst prospects respond to, but all the other activities get you noticed!

Use different approaches with a consistent message.

#### 4. Have a plan for when your plan doesn't work.

So what happens when prospects don't respond after nine attempts? Do you give up?

**Think about it this way.** How long did you spend deliberating on your last major purchase? And would you necessarily make the same decision next time?

Your so-called "lost" prospects are the same way. Things change, sometimes projects don't go as expected...their businesses evolve and grow. They may not be ready to talk just yet, but in six months things may have changed. So, if you haven't heard from a prospect after nine times, set them aside and make a note to try again in a few months.

#### 5. Leverage your software.

Setting prospects aside and picking up your prospecting again six months later is going to be tough if you can't remember the details of what you researched in the past, messages you've used to get their attention, and when you last touched base.

Use your CRM to track all that information. This way, when it's time for you to connect again, you don't waste valuable time trying to figure out what your last message was, how many times you tried to reach out, and if you received even an inkling of interest. You have solid information you can use to start the conversation.

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*Kristina, a software sales rep decided to give follow-up a try, and the results were astonishing! She sent emails to her "dead" prospects and got **12 leads from 38 contacts**. It only took two emails each, and she was setting appointments with qualified contacts she had written off.*

---





# Who are your missed opportunities?

List ten prospects you haven't followed up with nine times and know you should contact.

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_
- 4. \_\_\_\_\_
- 5. \_\_\_\_\_
- 6. \_\_\_\_\_
- 7. \_\_\_\_\_
- 8. \_\_\_\_\_
- 9. \_\_\_\_\_
- 10. \_\_\_\_\_



# When All Else Fails

Trigger events are the #1 message to center your prospecting emails around, but what if a prospect hasn't responded to them?

After three or four attempts, I find myself looking for new reasons to connect.

If I keep talking about the same issues they're facing and how I can help, it starts to sound repetitious and boring. Here are three ways to mix up your message, sound more engaging, and create some interest.

## 1. Change the trigger event.

If prospects aren't responding, it could be that the trigger event you're using isn't top of mind for them. Switch it up and try a different one. Perhaps they aren't concerned about the security of their data after all, but they do need better connectivity for all their remote staff.

Since you haven't spoken with them yet, you don't know their exact situation. You're only guessing based on your knowledge of the target market and your research. Maybe they're different than your other clients.

Use a different trigger event and see if that will get a reply.

## 2. Let your personality shine.

Then, move beyond the trigger event. With only 99 words in the first email, it's hard to do more than mention the trigger event and

One of the great things when prospects don't respond, is that you now have the opportunity to say more.



suggest a meeting. If your prospect doesn't know you, you're just another name in the "From" line of their inbox

But one of the great things when they don't respond is that you now have the opportunity to say more. You don't need to repeat the business reason you're reaching out over and over. Mentioning it and forwarding a previous email will suffice.

Now you can use the space to let your personality and genuine interest in talking with them shine through. In a couple of sentences you can share that yes, you are working on a Saturday instead of skiing. Or, you're just back from vacation in Mexico where you enjoyed scuba diving. Or, you'll be at the industry trade show next week in Chicago and will they?

You may say to yourself that there's no way you could ever put something personal in an email to someone you haven't met yet, but think about it for a minute.

**Your objective is to catch the attention of your prospect.** They haven't responded to the business issue you presented. You've emailed them several times, so they've seen your name and possibly read one of your emails.

You want them to start to get to know you, seeing inside your personality, enticing them into reading your emails more closely — maybe even responding.

Sending a periodic fun email that's still professional and gives a bit of insight into you might do the trick. So get personal. When you do, it's obvious you aren't a marketing bot. It also makes you human, interesting, and someone they may actually enjoy talking with.

If prospects think the conversation will be worthwhile and enjoyable, they'll agree to a meeting.

### 3. Get creative.

Perhaps you've now tried to reach a prospect more than the requisite nine times. While you'd like to let it rest, your manager has missioned you to gain access and he won't let it go.

Now it's time to start using your creative prospecting strategies, and apply them to email.

If prospects think the conversation will be worthwhile and enjoyable, they'll agree to a meeting.



Think of all the creative things you've done to gain access, and use email as your entrance. After nine attempts, the prospect knows your name. If you've called, they have heard your voice. But, for whatever reason, they haven't felt the need to reply.

**So take it up a level.** From finding other people in the company to approach, sending a tip, offering a referral from your personal, professional or LinkedIn network, to launching a drip email campaign, you don't have to stop yet.

Whatever approach you use, follow up with a brief email to give your prospect an easy way to reply.

I've received replies like, "Thanks for the referral! No need right now, but stay in touch." Or, "Enjoyed the tidbit. Yes, we should talk. Give me two weeks then let's schedule something."

Sometimes contacts don't feel a need to respond to what are obviously sales emails. The moment you add something unusual, not completely business related, you'll find they do read and reply. You've given them a different reason to write back – and you've gotten in the door.

## Follow up email example

When you put it all together, here's how an engaging follow-up email might sound (and in 69 words!):

*Hi Dylan,*

*Yes, it's Saturday and I'm working instead of skiing. I hope at least you're enjoying a day off! We haven't connected yet and I just wanted to follow up to see if we can set a time to talk about the security issues we're seeing non-profits hit with here in Milwaukee. There are 3 main ones.*

*How's your schedule Thursday, 3/23 at 10:00 for us to talk by phone?*

*Hoping to ski to tomorrow,  
John*





# Test how engaging you appear.

Let's examine how engaging you come across in your follow-up emails. Ask yourself these questions, then total your answers to see. This isn't about prospecting emails one or two. Think about your follow up emails three, four, five and later where you want to balance being professional with friendly and interesting.

- 1. Is the content more easygoing than earlier emails?  Yes  No
  
- 2. Do your emails include a personal tidbit about yourself?  Yes  No
  
- 3. Do you ask a question or include a statement about the prospect that relates to your personal tidbit?  Yes  No
  
- 4. Do you close the email with a friendly phrase or word that invites a response?  Yes  No
  
- 5. Do you use 69 words or less?  Yes  No
  
- Total**  \_\_\_\_\_  \_\_\_\_\_

## How did you do?

If you answered "yes" to at least four questions, you are truly engaging. Keep at it and prospects will respond to you.

If you answered "yes" to less than four questions, work on relaxing your follow-up emails to build interest and create an opportunity for engagement.

# Having Trouble Getting Started?



## Propel Your Prospecting in Just One Day

The first step to effective email prospecting is to do it. I'm not being flippant. The point is that you have to discipline yourself to do it, whether or not you feel like it, just as you do any type of prospecting.

### Need some help getting started?

Here's a routine that has helped many of our clients (and me) propel their prospecting results forward in just one day.

#### **1. Start by setting aside two half-days per week for prospecting.**

This might be the hardest part of the process since it's going to feel unnatural at first, and there'll be lots of other issues clamoring for your attention. But, unless the office is burning down around you, put them aside during that time. What you'll get in return are eight or nine uninterrupted hours devoted to generating new leads and sales opportunities.

Then, honor the time you've set aside. Actually schedule the time on your calendar. Don't give in to the temptation to schedule over it when business feels too busy or when an important client wants to meet. Seclude yourself from interruption and focus on prospecting.

Stick with it.  
Don't give up.  
Don't get discouraged.  
Your efforts will pay off.



Figure out what you're going to tell people who ask to schedule a meeting or activity during your prospecting time. If you have a response before someone asks for a meeting during that time, you're more likely to honor your prospecting commitment.

The way I always think about my block of prospecting time is as if it is a meeting that can't be moved. If I'd scheduled a client meeting at that time, I wouldn't tell whoever was asking that I'm available. So, why should say I am available if I already have something planned at that time?

**Keep your prospecting commitment to yourself. It's just as important – maybe more so – than a client meeting.** If you aren't prospecting consistently, your funnel will dry up and then there will be nothing but time from prospecting – if you still have your job!

## 2. Make email part of your prospecting mix.

Salespeople love networking events because they get face-to-face with potential prospects. While networking might give you high-quality leads, it often doesn't produce the volume you need to hit your sales goals.

Salespeople also love LinkedIn. Writing engaging comments on other people's posts feels almost like Facebook. But, unless you apply the email prospecting strategy to LinkedIn, it's a slow relationship-building approach.

**Don't stop networking – events or social.** But do reserve the two half-days for email and phone calls.

Keep a running list of prospects you want to contact.

You may have met them at a networking event, gotten their names from a marketing campaign, or purchased them from an email list company like [ExchangeLeads](#). Or they may be prospects you've already contacted who need a follow-up.

Then, faithfully call or email the people on your list.

If prospects think the conversation will be worthwhile and enjoyable, they'll agree to a meeting.



Stick with it.  
**Don't give up.**  
Don't get discouraged.

**There's no magic pill that will transform your pipeline but consistency will.**

Over time you'll find that these contacts add a steady flow of fresh, new opportunities to your pipeline and expand your client base.

It does take some discipline to get your prospecting effort moving. But just two half-days per week used well — especially when you follow the tips in this ebook — can make a world of difference, as it did for this client...

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*Hunter was astonished to find that he was making significantly more money — and won his company's President's Club trip to Maui — when he got disciplined with his prospecting. He earned **17% more commissions** than in any previous year. And it all happened from his two half-days a week consistently sending prospecting emails and calling, never giving up.*

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# Propel your prospecting forward.

## 1. What two half-days of the week can you schedule for prospecting?

(Avoid Monday morning and Friday afternoon unless you know those are ideal days to reach your prospects.)

Monday AM	Tuesday AM	Wednesday AM	Thursday AM	Friday AM
Monday PM	Tuesday PM	Wednesday PM	Thursday PM	Friday PM

## 2. What will you do if someone or something infringes on your designated prospecting time?

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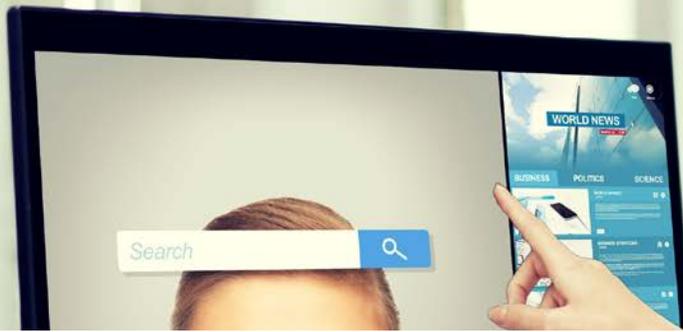
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## 3. What can you comfortably say to someone who wants to schedule a meeting or activity during your prospecting time, and avoid it?

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# Where to Get Email Addresses



Finding the right email list for your prospecting and lead generation is extremely important since the percentage of new sales opportunities you're able to generate will depend very highly on the quality and accuracy of the contact addresses you're starting with. With that in mind, here are the companies we recommend most often.

## Email Addresses

- [ExchangeLeads](#)
- [Data.com](#)

These two companies are the place many other list services turn to for email addresses. You can look up email addresses for contacts by name for email prospecting or use demographics of your target market to pull a list for an email lead generation campaign. They have both free and fee services.

These are the companies we recommend most often.

## Web Crawlers

- [Insideview.com](#)
- [Zoominfo.com](#)

Web crawlers “crawl” the internet to find where your contact is mentioned and provide you with not only contact data — including email addresses — but also business intelligence from multiple



sources. They are a great place to find information about specific contacts and companies or your target market, as a group, to make your prospecting emails and lead generation campaigns more relevant.

## Business Directories

- [InfoUSA](#)
- [DiscoverOrg.com](#)
- [Hoovers.com](#)
- [Harte Hanks](#)

These powerhouses can help you find email addresses as well as company and industry info, contact names and titles, business news, financial reporting, and more. These are just four of many available business directories.

## Other Seller-Recommended Sites

- [Acquirelists.com](#)
- [Accurateappend.com](#)
- [Manta.com](#)
- [Towerdata.com](#)
- [Melissadata.com](#)
- [E-append.com](#)

Many of the sales reps and business owners we work with have shared list services and sites that they've found to provide good data. You may have others you like as well. I maintain a list of list services on the web in [The Sales Magnet Toolkit](#) - the free toolkit that accompanies my book, [The Sales Magnet: How to Get More Customers Without Cold Calling](#).

If there's a list service or strategy that you like, email me and I'll add it!



## List Brokers

Working with a list broker is another option, especially if you are looking for a very specific kind of list. These professionals can take your search criteria — along with the number of contacts you need — and generate a complete email marketing list for you. Be aware, however, as with all services, you're likely to get what you pay for. List brokers can be expensive, and trying to save too much money can end up costing you in terms of unreliable contact information.

## Associations

Just about every association publishes a directory that's available to members and sponsors. Many of them now include email addresses. If you have a large group of potential clients that belongs to the same professional organization, consider joining. Not only will you gain access to an up-to-date list, but you'll learn more about their industry and working environment. You may also have opportunities to present at and/or sponsor meetings providing valuable exposure for your company.

## Social Media

Social networking sites can offer a treasure trove of information, if you already know which prospects you'd like to reach. Because users typically enter information about themselves, the email addresses (and other data) tend to be more accurate, if not frequently updated. The big three for business-to-business sellers across most industries are:

**LinkedIn** — use Sales Navigator for the easiest and most detailed professional information and allows you to target contacts by title and other search criteria. You can send messages to connect, email, and join groups to start conversations with key prospects.

**Twitter** — to see what a contact is writing about, the type of people they follow, lists they are included in, and more. If you're connected, you can send direct messages.

**Facebook** — if you can view their profile, you'll find the most personal information about a prospect here.

There may be other social media sites that your target market also uses such as Instagram and Google+.





## Your Own Research

If it's quality you're after, and not quantity, then why not create your own list? Starting with LinkedIn, web searches, your prospects' company websites, press releases, annual reports and other information, **it's entirely possible to generate your own email prospecting list.**

Or, if you can't find the data you're looking for online, you also could build your list by starting a Facebook or LinkedIn discussion group, blog, or e-newsletter where people subscribe.

These can be a time intensive ways to build your email prospecting list, of course, but in terms of focus and accuracy they're hard to beat. Then, of course, there's the value of the relationship they foster with new prospects. But that's a whole different ebook!

## Finding the Right Mix

In the end, there might not be any one "best" source for you to find the email contacts you're looking for. After you've considered your time, budget and goals, you may find that you need two or three to get things going. Remember that it doesn't matter so much where you build your email list, so long as it's accurate, you use it consistently to maintain it, and you use it wisely to start conversations.

If you have an email list that isn't performing for you, these three blog posts will put you on the path to diagnose the issue:

- [5 Reasons Why Your Email List Isn't Performing](#)
- [5 More Reasons Why Your Email List is Failing](#)
- [4 Ways to Turn Around an Underperforming Email List](#)





# Build your email list.

**1. Do you have a list of 100 prospect contacts within your target micro-segment with email addresses and phone numbers?**

Yes     No

**2. How confident are you that your email list is accurate?**

Not Confident     Somewhat Confident     Very Confident

**3. What three sources can you use to get a prospect list with email addresses?**

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_



**Phew!** We covered a lot and you should now have some helpful tips to accelerate your email prospecting. If you've done the exercises at the end of each chapter, you know what you want to change to improve your prospecting emails and get better results. And, maybe you've already tried some of those strategies and seen improved results!

If your head is swimming with new ideas, here's a simple way to remember what you've learned.

The best way to power up your email prospecting is to put yourself in your prospects' shoes.

- What emails do you respond to?
- Which ones hit the delete barrier?
- And which ones break through the glimpse when you're crazy busy?  
(Which is really all of us, all the time.)

Your prospects are no different than you when it comes to cleaning out their inboxes.



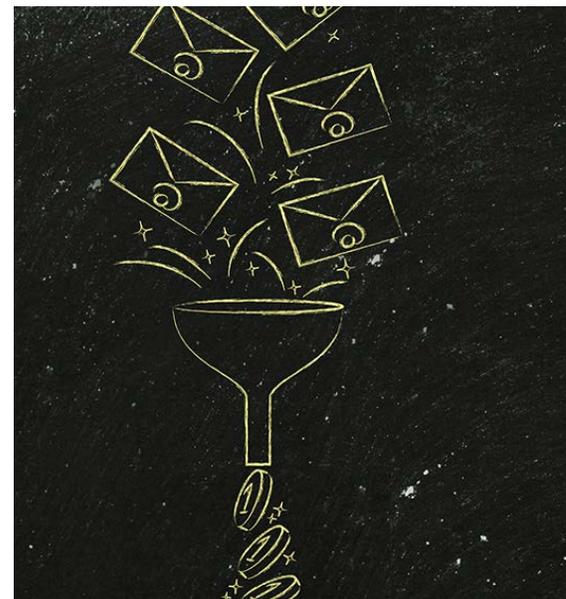


They jump to emails that are quick and easy to handle. They only care about messages that are personally relevant, helpful or truly urgent. And, like you, they may welcome the occasional lighthearted break from their high-stress lives.

As a top IT Seller, passionate Prospect Attraction Expert, author of the award-winning books “The Sales Magnet” and “Selling Against the Goal” and president of KLA Group, a sales and marketing agency helping companies break in and exceed revenue objectives, **I can tell you from experience that these tips really work.**

Hundreds of our clients have used them to jump from zero response rates to pipelines bursting at the seams.

If you'd like more ideas that will help your sales team get more customers, or to become a quota-busting salesperson yourself, sign up for our free newsletter and weekly sales tips at [www.klagroup.com](http://www.klagroup.com).



# KLA Group and 'Sales Magnet' Kendra Lee



Under Kendra Lee's direction, KLA Group has assisted business owners, marketing teams, and sales teams to:

- Drive new client acquisition more than **31% year-over-year**
- Penetrate small-medium business markets in just **6 weeks**
- Increase referrals more than **328% in just 7 weeks**
- Move from solution selling to consultative selling in only **9 months**
- Engage technical and non-sales people in uncovering new opportunities and **increasing annual revenue**

Established in 1995, KLA Group is a sales and marketing agency focused on helping small- and mid-market business companies generate more revenue by leveraging its expertise in lead generation, sales prospecting, and sales and marketing hiring and onboarding. KLA offers many ways to work with you from laser coaching and training on sales and marketing strategies to Do-It-For-You Lead Generation and Campaigns.

Kendra Lee has built a successful career as a top sales leader by consistently exceeding sales goals. She is a prospect attraction authority, sales expert, speaker, author and a business owner who knows how to shorten time to revenue in innovative ways.

After starting her sales career in accounting with IBM, Kendra founded KLA Group on the philosophy that sales is not an art, but a science that can be mastered.

Companies come to KLA because they trust our knowledge, guidance and strategies to increase revenue and grow their business. Through our unique Revenue Generating System, we provide you premium, white-glove solutions designed to create high-impact results.

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