



Picking the best cold email strategy

with Jeff Molander
Sales Communications Coach

The background of the slide is a blurred photograph of a laptop on a wooden desk. In the background, there is a window with several bright, out-of-focus light sources, possibly from the sun or indoor lighting. The overall color palette is warm, with soft yellows, oranges, and browns.

Communications Technique

Tailored
Targeted
Templated



Templates should be used to
personalize faster --
not send faster.

Research.

Brief. Blunt. Basic.

SUBJECT: open to this?

John,

Noticing you added chat to your contact center mix 3 months ago. This triggers me to ask: How would you know when it's time to consider adding screen sharing?

I have an idea for you. Not sure it's a fit. But Quicken is using an unusual tactic to understand when it's fiscally and operationally best to add-in the next layer of support.

Are you open to hearing how Quicken is making better decisions?

Thanks,
Danielle

Questions?
Comments?
Complaints?
Ideas?



Tailored
Targeted
~~**Templated**~~

Something *specific* you...

Read about in Annual Report / 10k

Saw on their Web site or LinkedIn profile

Cannot make up (it *must* be true, specific)

Found in a public or private database
(Discoverorg)

Identified from a reliable 3rd party

Are observing yourself, first hand

SUBJECT: open to this?

John,

Noticing _____ [observation]. This triggers
me to ask: _____ [facilitative question]?

SUBJECT: open to this?

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Noticing you added chat to your contact center mix 3 months ago.

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SUBJECT: open to this?

John,

Noticing you invested in _____ [tech platform] to run your contact center. This triggers me to ask: How would you know when it's time to consider adding screen sharing?

Subj: open to this?

John,

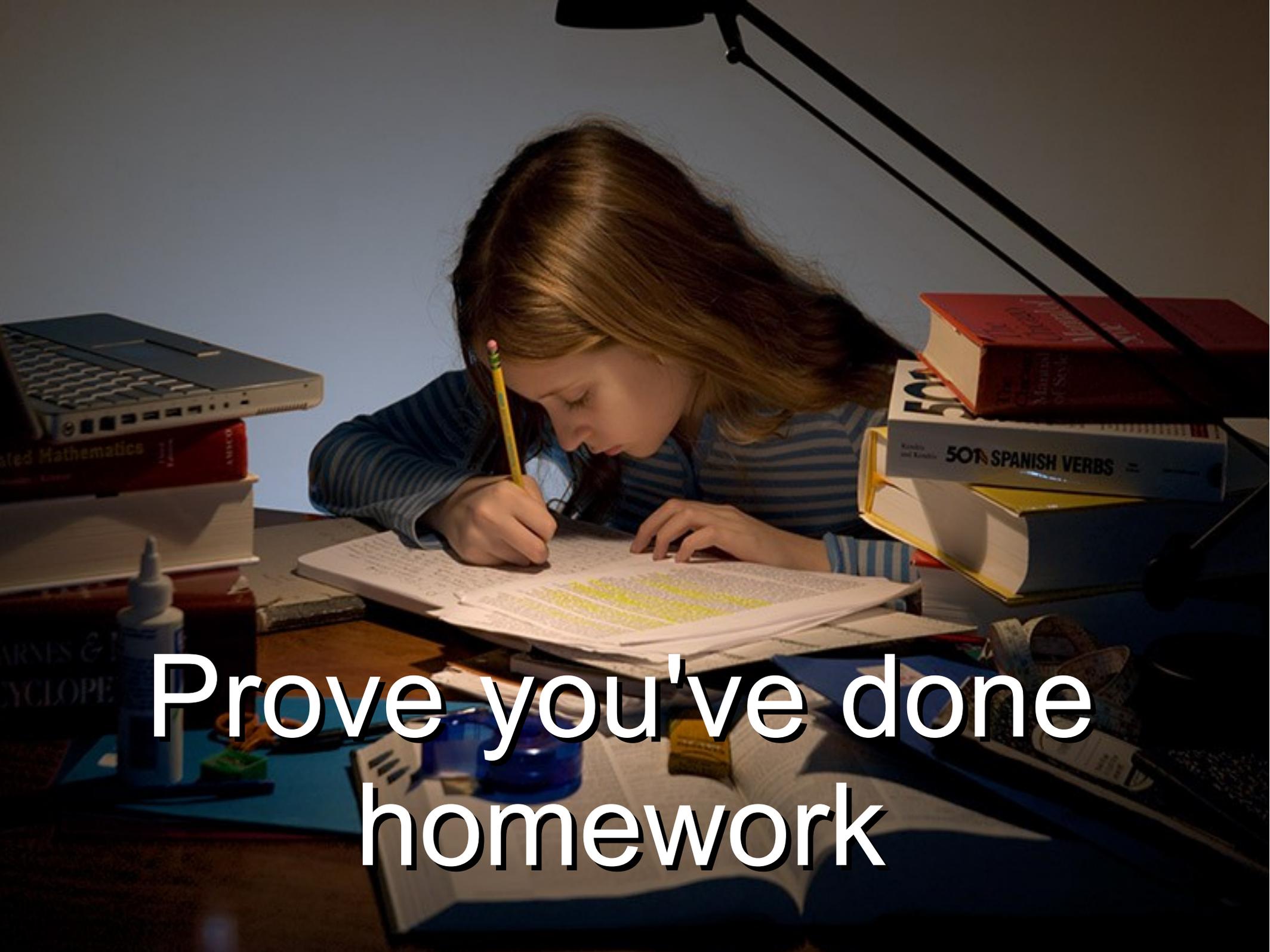
Are you open to an unusual (but effective) tactic that might get a 17% increase in agent productivity?

Citrix was even able to reduce staff turnover by 21%. This is producing consistency and competitive edge.

I have a similar idea for you. Not sure if it's a fit.

Are you open to hearing how Citrix is achieving this in a short email?

Thanks,
Danielle



Prove you've done
homework

Tailored
Targeted
Templated



SUBJECT: aware of this?

Spark curiosity

3-4 words
not too specific

Hi John.

Introduction

Grab attention

force introspection?
warn, missing piece?
prove your homework

Meat

Curiosity

case study / story
teases, incomplete
credibility

Closer

Provoke response

give them control
call-to-action (you decide)
use name again

Sig & contact

A woman with brown hair tied back, wearing a light blue button-down shirt, sits at a glass desk. She has her hands clasped under her chin and is looking off to the side with a thoughtful expression. On the desk in front of her is an open laptop and several papers, including one with a pie chart. The background shows a blurred office environment with shelves and windows with blinds.

Attracting
customers to
the idea of
talking to you

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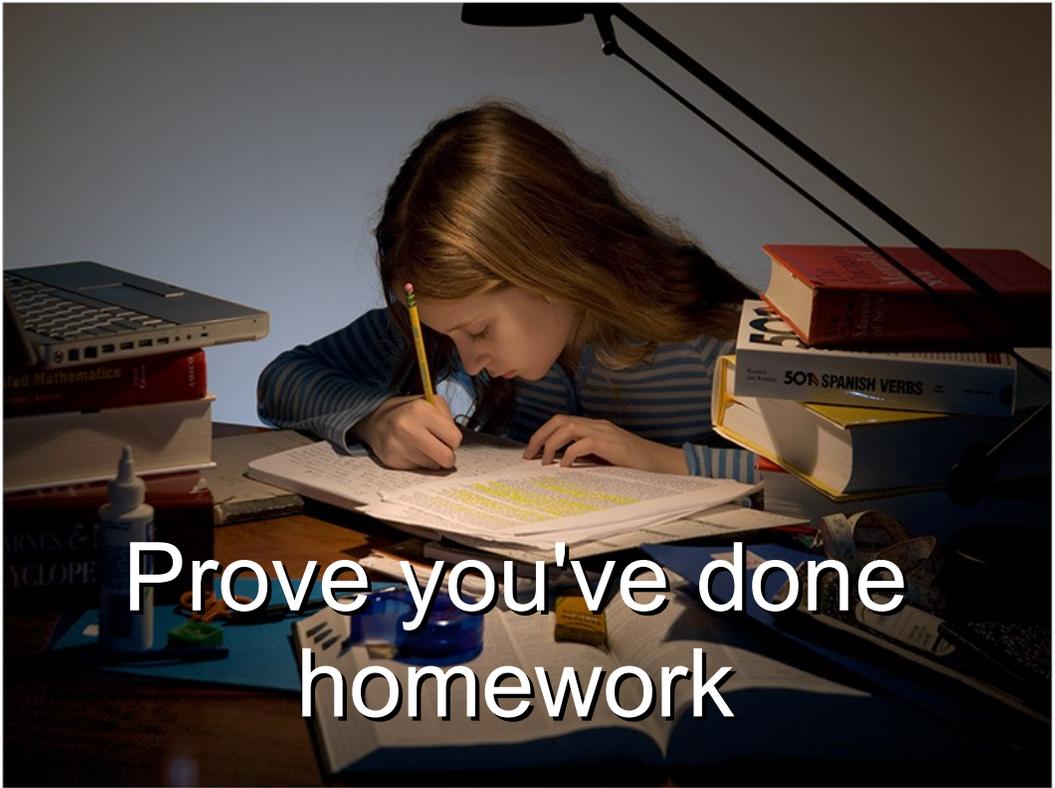
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