



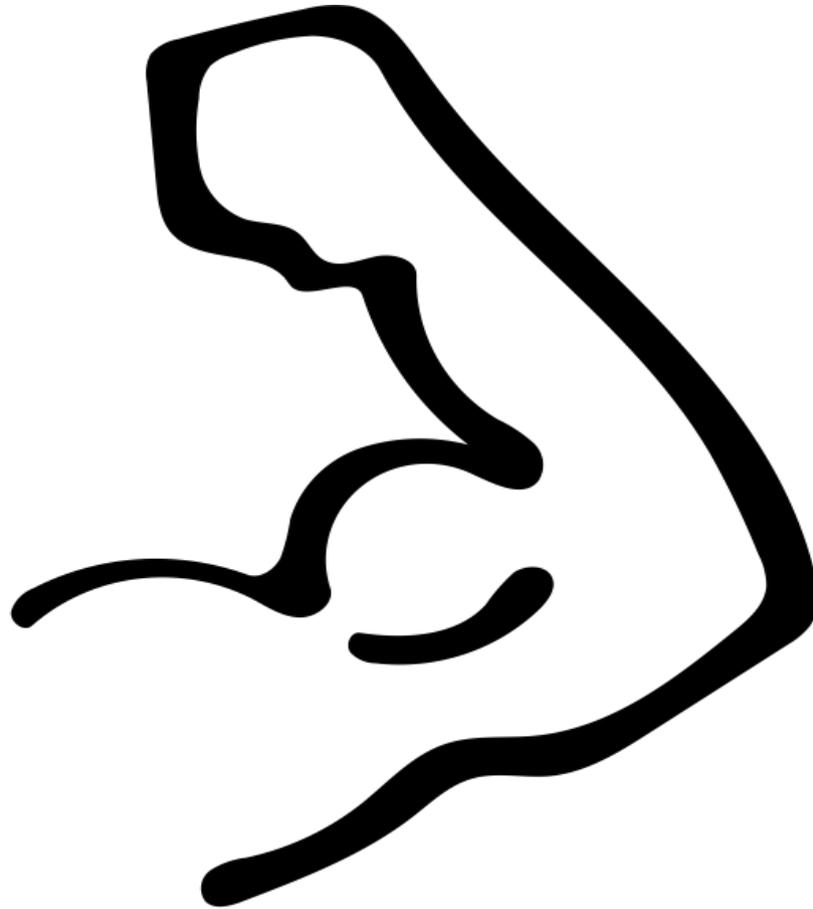
How to write cold emails that earn response

with **Jeff Molander**
Sales Communications Coach

Communications technique



Know your buyer



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

→ **Tailored** ←
Targeted
Templated



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

Research.

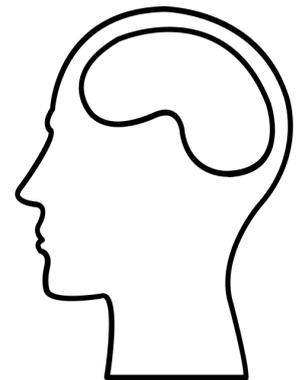
Brief. Blunt. Basic.



Avoid asking for a meeting in your cold email.

Provoke a discussion.
(that leads to a meeting)

Don't reveal your intent in the subject line!



Resist the urge to

Request a **meeting**

Talk about **you** or cite **analysts**

Take **> 15 seconds**

Include **links** or **attachments**



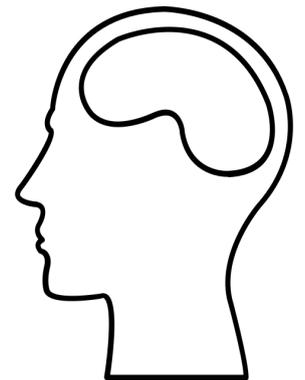
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Asking 'leading' questions

Ask for a **referral**

Persuade or convince

PUSH



Questions?
Comments?
Complaints?
Ideas?



Attracting customers to
the idea of talking to you...

NO pushing

Instead, PULL



People value more what they
ask for than what is freely
offered.

How do I get
people to ask for
help?

Short but 'mass email' tone
Might signal 'sales rep who wants to pitch me a loyalty solution'



Subject: How long does loyalty last?

Hi John,

A customer service benchmark report released revealed 80% of businesses believe they provide excellent customer service, however only 8% of customers agree.

Expectations of customers are at an all-time high. Customers are busy, multi-tasking, on-the-go and are more sophisticated than ever before. Loyalty is built with positive interactions over time, therefore it is a continuous process to earn a customer's loyalty.

It is expected by 2020 that the customer experience leader will be the key brand differentiator over product and price.

Quicken was in a situation where they needed a customer experience communications platform that was not only reliable, but that could allow them to keep pace with customer demand. They needed omnichannel features like voice, email, chat and screen-sharing to help agents provide faster, more effective and simple service. Keeping pace requires a platform that offers the continuous delivery of new functionality to allow them to incorporate the latest and greatest so however customer expectations change, they can adapt.

Is there a liability to staying with status quo? Let me know if there is enough interest for an email or phone conversation, John.

Best regards,
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Beware of "leading questions" (questions that are biased to the answer you're looking for... one that allows you to sell)



IMPROVEMENT

SUBJECT: open to this?

Research is your
STRONGEST lead!



John,

Noticing _____ [research tidbit]. This triggers me to ask how you are ensuring _____ ? [a goal they are charged with achieving but are likely not acting on.. or well enough on]

I have an idea for you. Not sure it's a fit. But Quicken is using an unusual (but effective) tactic to _____ [quantifiable goal/achievement or something dangerous they're AVOIDING/reducing].

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

Thanks,
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EXAMPLE

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This is a non-biased question... focusing customer on a question that does not lead them toward an answer YOU are hoping for.



**Acknowledge their right to
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Go SLOW

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**Provoke a discussion.
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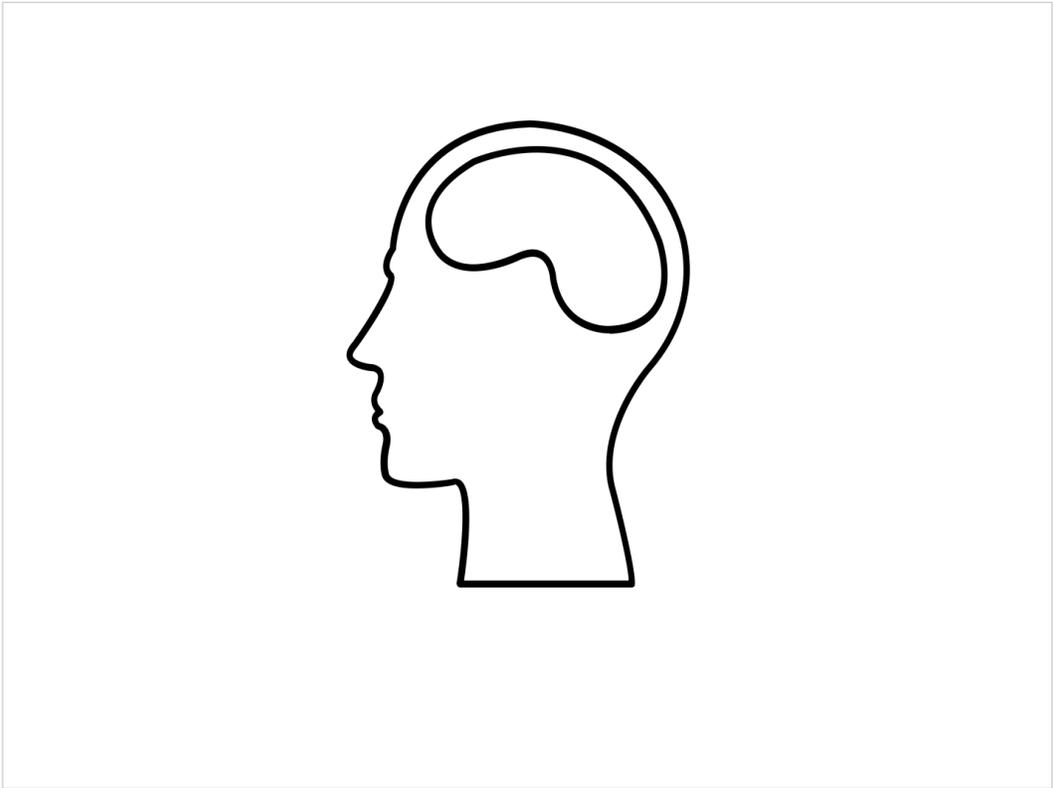
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