

从询盘到订单的高效跨越

Email marketing convert orders

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所服务的行业有:建材,化工,厨师服,演出定制服装,箱包,假发,安防监控,家居家具等行业外贸企业。



Eric.Choi



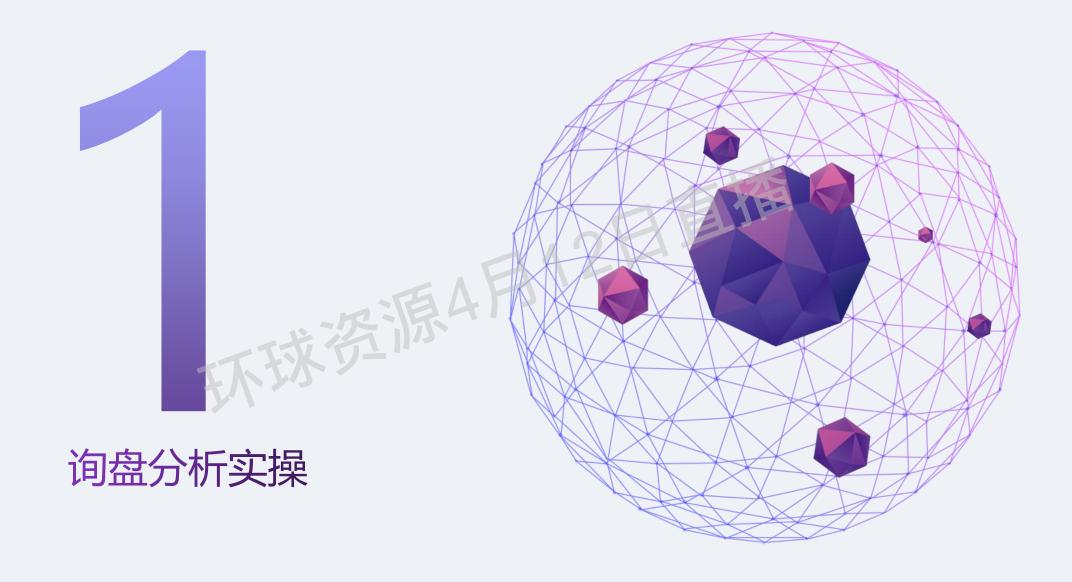


询盘分析实操

(4) 询盘回复技巧





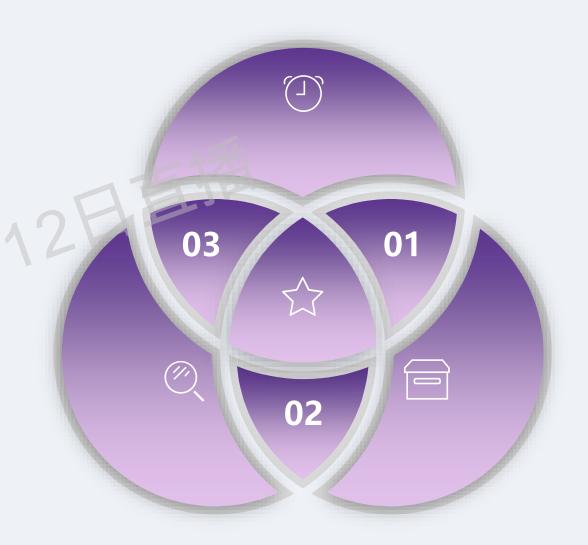


01 采购动机分析



询盘邮件,大致分为以下几种情况:

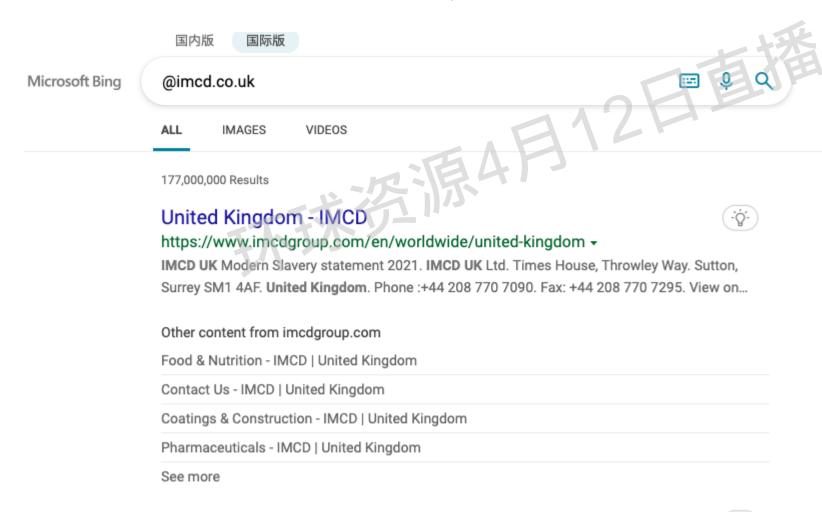
- 1. 客户具有稳定供应商,但是采购成本需要控本,因此需要通过B2B平台进行询价,比对多家供应商的价格。
- 2. 客户为新采购商,B2B平台新注册,对进口流程资质办理不熟悉,采购数量相对较少,需要供应商推荐产品,以及方案。客户很在意供应商是否在其市场有稳定合作方。
- 3. 客户为B2B平台的老会员,原有供应商出现潜在问题,需要更换供应商。此种供应商对质量非常看重。
- 4. 客户为B2B平台的老会员, local market的销售量增长速度快,导致原有供应商不足以供给,因此需要培养新的供应商。此种客户对供应商资质有极高要求。



- 企业官网
- 谷歌搜索

- , 少人致居 Wayback machine SNS站点

• 企业官网(一般官网为企业邮箱后缀, gmail个人邮箱可通过谷歌, 必应, 雅虎等搜索, 搜索方法邮箱/邮箱+产品)



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Finan

• 谷歌搜索



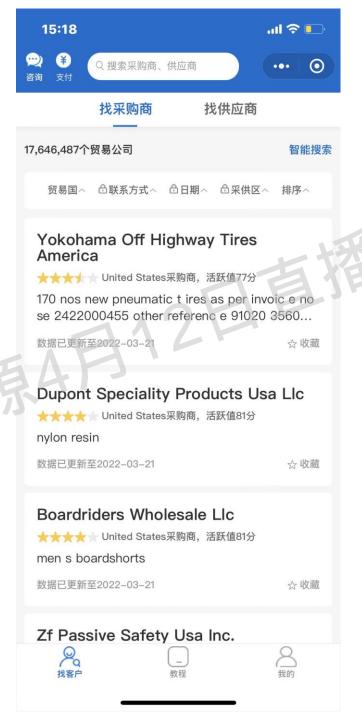
• 谷歌地图

(利用官网信息,谷歌搜索或从客户联系方式里找到客户地址,登录谷歌地图,搜索客户位置。如果客户有自己店铺,谷歌地图会实景展现,有助于你更好的了解客户实力)

- whois
- 格兰德



- 海关数据
- 1. 免费的用外贸邦
- 2. 其他的均为收费

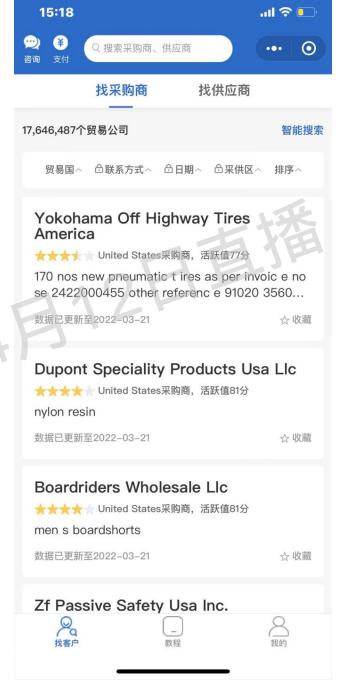


- waybackmachine
- 通过这个网站, 我们大致可以看到该网站在以年为单位的某一时间段的大概信息和变化
- (目前该网址暂时打不开)



- 海关数据
- 1. 免费的用外贸邦
- 2. 其他的均为收费

环球资源



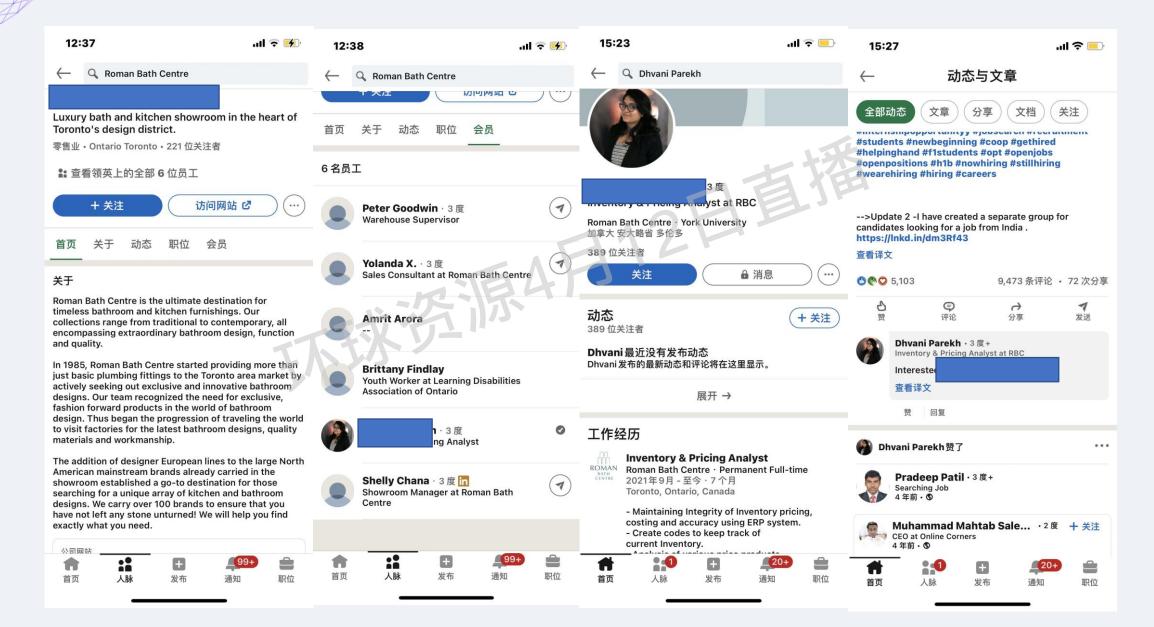


03. 关键联系方式查找

- 社媒法
- 谷歌查找法
- 邮箱查找法



01. 关键联系方式查找-社媒查找法





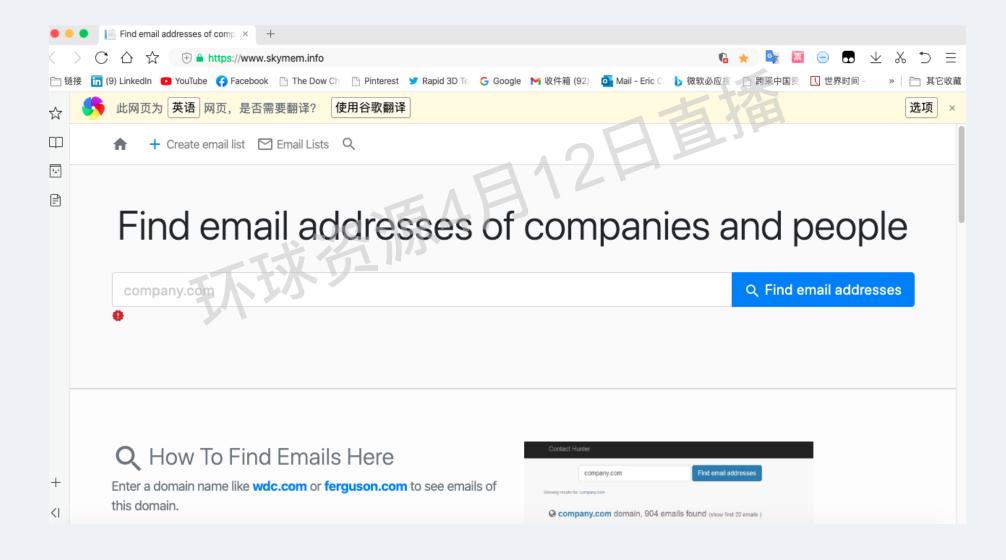
02. 关键联系方式查找-谷歌查找法





03. 关键联系方式查找-邮箱查找法

https://www.skymem.info/





03. 关键联系方式查找-邮箱查找法

https://www.skymem.info/





03. 关键联系方式查找-邮箱查找法

https://www.skymem.info/







01 群发比价类邮件



询盘示例:

Dear supplier,

We would like to buy some units of your Bathroom fittings with customized dimensions.

Please let us know if this is possible, and the cost involved.

Yours truly,

Chris Alward

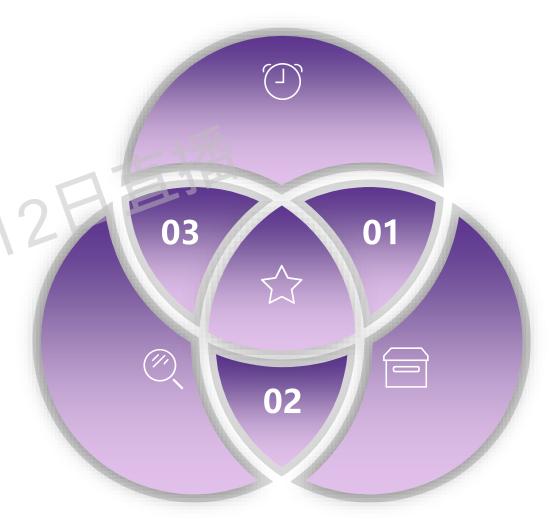


01 群发比价类邮件回复



问题如下:

- 1. 邮件询盘分析: 群发邮件
- 2. 采购动机未分析
- 3. 邮件回复,内容比较冗长,缺乏客户需求挖掘。在回复邮件前,建议先了解客户的具体需求,可以通过电话联系客户,询问需求。
- 4. 邮件发送人邮箱为个人邮箱,非公司邮箱。 因此需要核 实发件人信息是否是关键采购负责人。核实发件人信息。



回复示例:

Dear Chris,

Thnaks very much for your inquiry,we are the manufacturer of bathroom and kitchen fittings. We provide OEM &ODM service, for you need service about the customized dimensions bathroom fittings, the product you need is very similar to what we've been doing, but would you please kindly provide us more details about your requirement? For example, would you please kindly send the 2D &3D draft or some photos to us for reference?

We have many years export experience, we provide cheap and high quality products,we have R&D team, as soon as we receive your drawings, we will arrange the layout and give you the best design scheme and quotation.

As far as we know, your company's product quality control is relatively strict, and we have passed the following certification ISO9001:2015 /ISO14001:2015 /IATF16949 /ISO13485:2016, attachment with some of our clients, we provide products very similar with your's. We hope to have the opportunity to cooperate with you.

Waiting for your feedback.

Thanks very much.



1.询价示例: { (新采购商), 客户已经定位了产品}

Jose Archimbaud from Australia has sent you an inquiry

View Details

Manage Your Orders

Get Alibaba com App to communicate with buyers in the first time!

? Jose Archimbaud

Hi Jacy Chen

Hi This is Jose Archimbaud from ArcPolymers Australia. Please can you let me know the expected price per kg of the resin? Thanks and regards Jose Archimbaud



CAS No. 5493-45-8, no yellowing epoxy resin
1 Kilograms US \$

FAQ:

2.邮件回复示例: (证明公司实力,以及产品在当地市场的受欢迎度,同时探寻客户的真实应用领域)

Dear Mr.Jose Archimbaud,

Good day. Thank you for your interest of our TTA 184 (CAS No.:5493-45-8).

This is Eric.Choi from Tetra and Tetra is the largest cycloaliphatic epoxy resin manufacture in China.

Tetra is one of member of FIC group and owns a very good fame in Europe and America Market, especially in Korea and Japan market.

Attached is TDS of TTA 184, pls check it.

By the way, would you mind sharing us your application areas details? For this project, is it a new project or mature project?

Any further questions, pls feel free let us know.

Thank you.

Looking forward to your feedback soon.

客户回复示例: (客户及时回复了应用领域,并探寻供应商是否专业,是否有专业的方案给到客户)

Dear Eric

Thanks for the TDS of the resin. We work with fiberglass reinforcement composite with Polyester and epoxy resin. So we want to change our Bisphenol A type epoxy resin for a Cycloaliphatic resin because it have low viscosity and better yellow resistance. Please can you let me know if this resin 184 can be cured with UV cationic Photoinitiator with a UV light lamp?

Best Regards

Jose Archimbaud



邮件方案回复示例: (提供给客户专业的方案,并同时引导客户的进一步研发项目)

Dear Jose,

Thank you for your prompt feedback.

In fiberglass reinforcement composite areas, we recommend you our TTA 21P with good UV resistance and High Tg. Anyway, you also can try our TTA 184.

It also can be cured with UV cationic Photoinitiator. For UV cationic photoinitiator, we recommended you TTA UV-692.

Attached is the TDS of TTA 21P and UV-692, pls check it

As we know most of customers they used heat curing, so we are also interested your project. Would you mind let us know your thickness of fiber glass after curing?

By the way, do you mixed carbon fiber with fiber glass in your project?

If you are free, I advice we can talk via the phone.

We will provide you excellent tech support, and give you the best solution.

Thank you.

Have a nice day.



客户邮件回复示例: (客户进一步回复应用需求,以及进一步告知项目)

Dear Eric

TTA21P is a very low equivalent weight resin so I think it will cure as very hard coating layer maybe a bit brittle as general rule low equivalent give you hard resin and high equivalent more flexible. Do you think is possible to get a sample of the resin 184 to make a system? I have a very good amine from Mitsubishi gas Chemicals.

Best Regards

Jose

后续沟通邮件示例:客户证实了供应商的实力和专业度,主动承担邮费,进一步安排寄样事宜。作为业务进一步证实了客户的真实性,同时在所有竞争对手中脱颖而出,客户选择了Eric作为合作方。

Dear Erick

I don't have a DHL account but If you can send me the sample I can send you the cost of the Courier service. Please as reference can you let me know the expected price of the 184 resin?

Thanks and regards

Jose Archimbaud

On 3 Jan 2019 3:29 PM, "Eric.Choi"

wrote

Dear Jose,

Thank you for your info.

TTA 184 is suitable for amine curing.

We can provide sample 200g TTA 184 for your test.

Pls provide your contact info(include office address, phone, post code, contact attn.), and your DHL collect account No..

During your test, if you have any tech support, we will give you much more further support.

Thank you for your trust.



02 新采购商邮件回复技巧



案例回顾萃取

新采购商询价处理方案:

- 1.新采购商对于产品的使用不是很精通,需要供应商给予专业化方案。
- 2.新采购商非常在意供应商的质量和实力,因此供应商产品在当地的市场是否受欢迎非常重要。
- 3.引导客户的需求,从而对于给客户的方案进行进一步的证实,包括 客户所需的技术支持。
- 4.新采购商一般周期较长,需要及时跟踪维护,提供必要的支持。涉及到研发,产品上线,产品推广等阶段。因此要定期和客户进行交流。



03 定制产品采购商邮件回复技巧

学员提问:

关于跟进的问题,客户要开发一个新系列的产品,给我们发来了很详细的要求,包括包装采购数量,要我们报价,由于客户要的产品我们没有直接的样品,很难估算价格,而且部分产品工厂没有做过缺乏参考的产品,因此我选择问客户的目标价,再给他打样,一开始客户说会给我们目标价,后来就不了了之,后来再跟进说先给他样品测试再报价也没有回复。我该怎么继续跟进这个客户呢,是不是一开始的切入点就歪了

解决方案:

- 此为客户新项目,隶属于 ODM 项目,因此考验的是业务与客户和技术研发间的沟通能力,客户要根据供应商的专业度来筛选供应商。
- 2. 由于产品未言明,因此我无法给予精准的分析。若此新品需要做模具,也是建立在供应商给提供的产品方案。 模具的费用是由供应商来提供的,成本明细,模具费都需要报价给客户。这些可以让客户清晰的知道明细,另 外客户也会接受模具费的支付。
- 3. 对于新产品,其实客户在新产品 未上线前,属于研发阶段, 因此询问数量,一般客户给予不了精准的数量答复。即使新产品测试通过,产品上线也是有周期的,客户最多可以根据 local market 的市场需求做需求预算。
- 4. 对于此类客户,需要多次耐心沟通,不断探寻客户需求,将方案不断优化,直到客户满意为止,后期需要更加 精准的把控客户的喜好来沟通。需要做到欲先生意,必先朋友。



04 需要新增供应商邮件回复技巧

此类客户有以下几种情况,处理此类邮件必须要对客户做交易情报分析。

- 1. 客户原有供应商供应的产品出现质量问题,采购商需要培养新的供应商。
- 2. 客户的销售增长速度比较快,原有供应商不足以供给现有需求,采购商需要新增 Potential supplier。
- 3. 客户受市场影响,采购需要控制采购成本,前期也会和原有的供应商寻求价格支持,同时也会通过 B2B 平台和谷歌来搜索供应商,来进行询价比价,了解市场行情。

解决方案:

- 利用海关数据对客户的采购周期,采购产品明细,采购价格进行了解,并分析采购商新增供应商的原因。
- 制定报价策略,切忌报价时盲目报价。很多业务报价后,被客户多次压价,甚至客户把报价单发给 其他同行进行压价。
- 3. 让客户了解你们在 Local market 的实力,以及产品受欢迎度,另外告知客户你们可以提供的定制化服务和对于市场的支持。



邮件回复参考模板

无法提供客户想要的产品时回复

Dear Mr.XX,

Thank you for your enquiry of 12 March A products.

We appreciate your efforts in marketing our products and regret very much that we are unable to supply the desired goods due to excessive demand.

However, We'd like to take this opportunity to offer the following material as a close substitute:

B products, US\$__ per meter FOB Shanghai, including your commission 2%.

Attached is the spec of this product, pls check it.

If you find the product acceptable, please email us as soon as possible.

Sincerely,



邮件回复参考模板

对客户一般讯盘的回复,

Dear Mr.XX,

We are in receipt of your letter of July 17, 2002 asking us to offer 10,000 metric tons of the subject sugar for shipment to Japan and appreciate very much your interest in our product.

To comply with your request, we are offering you the following:

- 1. Commodity: Qingdao Superior White Crystal Sugar.
- 2. Packing: To be packed in new gunny bag of 100kgs. each.
- 3. Quantity: Ten thousand (10000) metric tons.
- 4. Price: US dollars one hundred and five (US\$105.00) per metric ton, Fob Qingdao.
- 5. Payment: 100% by irrevocable and confirmed letter of credit to be opened in our favor through A1 bank in Qingdao and to be drawn at sight.
- 6. Shipment: Three or four weeks after receipt of letter of credit by the first available boat sailing to Yokohama direct.

Please note that we do not have much ready stock on hand. Therefore, it is important that, in order to enable us to effect early shipment, your letter of credit should be opened in time if our price meets with your approval.

We are awaiting your reply.





01 电话跟进技巧六步法

1. 确认电话沟通对象



May I speak to Mr.XX? Is that Mr.XX speaking? Would you mind transter to Mr.XX?

2. 感谢客户询价



Thank you for your inquiry of A product. In order to offer you the exact details, so I make the calling with you.

3. 引导客户需求



For your inquired products, we have stable partners used this product in X areas ant our products owns 45% market share in your local. So we want to ensure your aplliacation areas.



4. 提供解决方案

For your requirements,we recomend you B products, +功能方案。



5. 确认客户即时聊天工具

We also used WhatsApp, would you mind share your phone number.So that we can connect conveniently.



6. 告知客户回复时间

It's really glad talking with you, we will send you email + 时间.

02 客户跟进表驱动

序号	等	公司名	客户类型	联系人	电邮	公司阿址	国家	电话	价格敏感度	备注
1	A+	MEDPRO S.R.L	wholesaler	Rimond	rimond@aaaaa.com	www.aaaa.com	Italy	+34 954 639 899	High	skype: rimond.s7
2	Α	BLANCO ROSA	distributor	Luis	vazquez@bbbbb.com	www.bbbbb.com	Spain	+34 954 639 899	Low	
3	В	Cepretek	importer	Cristina	cristina.f@ccccc.com	www.ccccc.com	Germany	+34 954 639 899	Middle	skype: cepretek
4	A+	NORTHEN SAFETY	importer	Rimond	rimond@dddddd.com	www.dddddd.com	US	+34 954 639 899	High	
5	A+	LAKELAND INC	manufacturer, importer	Luis	vazquez@eeeee.com	www.eeeeee.com	US	+34 954 639 899	High	skype: purchase.lakelan
6	В	ProSlim Ltd	distributor	David	david@fffffff.com	www.ffff.com	UK	+34 954 639 899	Low	

FD

- > 客户分类分级
- > 每周部门例会分析和汇报客户情况
- > 小组谈论客户攻克方案
- > 避免机械式跟踪客户



NORTHEN SAFETY

客户序号

客户名称	Rimond	国 家	US
公司网站	www.dddddd.com	电 话	+34 954 639 899
电子邮件	rimond@dddddd.com	备 注	0
客户类型	importer	价格敏感度	High

跟进日期	跟进情况	备 注

03 SNS寻找新的攻关入口

1. **领英查找:** 域名 -intitle:Top (~purchasing | ~ceo | ~sourcing | ~owner | ~founder) site : 领英域

名.com/pub/ OR site: 领英域名.com/in/

2. 脸书查找: 域名 site:脸书域名.com

3. Google 搜索

a. 泛找这个客户的邮箱: 域名 mail

b. 泛找这个老板或采购的邮箱: 域名 CEO OR President OR Owner OR Founder mail (OR和mail除外, 其它单词要与客户语言相符)

c. 在客户网站找邮箱: site:域名 mail

d. 在客户网站找PDF文件 site:域名 filetype:pdf

e. 用站长工具 whois查询域名注册人及邮箱

f. 知道人名找邮箱:如William John,将人名拆开,搜索 william OR john "域名" mail

4. 邮箱搜索工具

a. 微匹 b. 鹰眼搜 c. Email Format d. EmailHunter e. Zoominfo

5. IM 搜索

典型的 Skype,知道人名我们可以用"人名+地名"或"人名+公司名"。此外还可以用邮箱等信息组合搜索 (比如 gmail, Hotmail邮箱)

05 多元化服务增加客户粘性

- 1.通过产品及精细化服务加强深入合作。
- 2.通过了解客户其他需求,来帮助客户解决,进行打包式服务。
- 3.拜访客户,与客户一起深入终端市场,了解终端市场需求,为客户定制新品, 上线新项目,助力客户把市场做的更好。
- 4.邀请客户参观工厂,并推荐新品,让客户体会到贵宾式服务。
- 5.展会上邀请客户成为战略合伙人,一起在展会上进行接待客户。

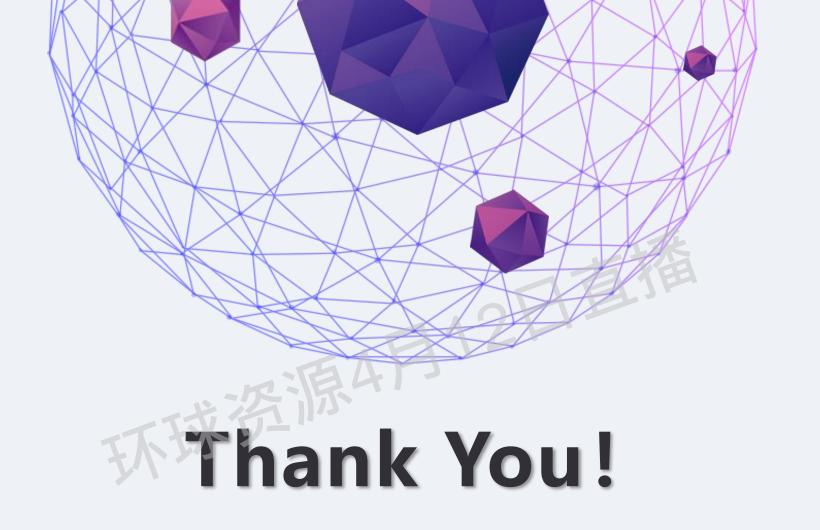
学员分享资料领取方式:



环球资源智学成长学院 扫码关注,获取更多精彩课程



环球资源官方服务号 扫码关注,获取最新课程资讯



Made By: 崔舒锋 (Eric.Choi)