

[Medigy Comparable] 🏆 netspective.com | 2022 SAFEST CONTENT AWARD 🏆

7 messages

Shahid N. Shah <shahid.shah@netspective.com>

6 January 2022 at 12:47

To: Radhika Narayanan <radhika.narayanan@netspective.org>, "Mohd S (smohd@maxinov.com)" <smohd@maxinov.com>, PUJA BHATTACHARJEE <puja@maxinovip.com>

Cc: "ajay@citrusinformatics.com" <ajay@citrusinformatics.com>, Prathitha CB <prathitha.balan@citrusinformatics.com>, Sonalika Ghosh <sonalika@maxinovip.com>, John Trenouth <john.trenouth@netspective.com>

Hi team – below is a comparable for outreach of a Medigy recognition. I know we have other examples that you've tracked and used but this might be another helpful addition.

Please add it as a reference to your RFCs / tickets.

Also, note that we'll be ignoring Sur.ly request for our Netspective.com website because we get no benefit from their "recognition". This is likely the fate of many of our recognitions as well so it's worth learning from.

Thanks,

Shahid.

From: philip=[sur.ly@awards-generic.sur.ly](mailto:philip=sur.ly@awards-generic.sur.ly) <philip=[sur.ly@awards-generic.sur.ly](mailto:philip=sur.ly@awards-generic.sur.ly)> **On Behalf Of** Philip Knight

Sent: Thursday, January 6, 2022 1:06 AM

To: Netspective Sales <sales@netspective.com>

Subject: 🏆 [netspective.com](https://www.netspective.com) | 2022 SAFEST CONTENT AWARD 🏆

Hello Netspective team!

My name is Philip, I am the chief content manager at Sur.ly. It's my second attempt to reach out to you, so I'd appreciate any feedback. Your website [netspective.com](https://www.netspective.com) has been recognized by our system as **one of the safest websites for users in 2022!**



🏆 Congratulations! >>> [Find your free badge here](#) ✓ <<< This link will lead you to [netspective.com](#) profile on Sur.ly

Add this HTML award to your website as proof of your professional attitude to web safety:

1. [Go to this page dedicated to Netspective](#)
2. Click on the "Claim your award" button
3. Select the award design and generate a code snippet

4. Embed it to any page on your website (usually, a homepage.)

IMPORTANT: After you add it, please send us a link to a page with the award, so we can assign a verified partner status to your profile!

Frequently Asked Questions:

Q: What is Sur.ly?

A: We are a free service providing a safe, augmented web-browsing experience to our users and customers. 4M+ users are monthly using our portal to securely visit different websites, including yours.

Q: How did you select my website?

A: It is an aggregated verdict based on the popular/trusted public ratings, user reviews, and compared to other websites in the same category in Sur.ly's directory.

Q: Is this award really free?

A: Yes, absolutely. It's your well-deserved award and it comes with no additional costs or fees.

Q: What does happen after I install the award on my website?

A: We'll confirm your website as our verified partner. It means the same award will be constantly displayed in your profile as evidence of your well-deserved status.

More questions?

Please reply to this email, and we'll willingly assist you!

Regards,

Philip,

Sur.ly

Radhika Narayanan <radhika.narayanan@netspective.org>

6 January 2022 at 12:53

To: "Shahid N. Shah" <shahid.shah@netspective.com>

Cc: "Mohd S (smohd@maxinov.com)" <smohd@maxinov.com>, PUJA BHATTACHARJEE <puja@maxinovip.com>, "ajay@citrusinformatics.com" <ajay@citrusinformatics.com>, Prathitha CB <prathitha.balan@citrusinformatics.com>, Sonalika Ghosh <sonalika@maxinovip.com>, John Trenouth <john.trenouth@netspective.com>

Hi Shahid,

I received this email.

Already, noted and discussed this morning with Subhash and Ajay.

My question in mind about whether to add their link to Medigy and HG is also answered by you now, thanks.

So I'll incorporate their learnings in a GPM page.

Kind regards,

Radhika

[Quoted text hidden]

--

Radhika Narayanan

Mohammad S. Ahmad <smohd@maxinov.com>

6 January 2022 at 13:22

To: "Shahid N. Shah" <shahid.shah@netspective.com>, Radhika Narayanan <radhika.narayanan@netspective.org>, PUJA

BHATTACHARJEE <puja@maxinovip.com>

Cc: ajay@citrusinformatics.com, Prathitha CB <prathitha.balan@citrusinformatics.com>, Sonalika Ghosh <sonalika@maxinovip.com>, John Trenouth <john.trenouth@netspective.com>

Hi Shahid,

We used elements from this format in a follow-up email for the successful recognition outreach. Thanks.

Regards,

Mohd

[Quoted text hidden]

□

Spire <jtrenouth@spireinnovation.com>

6 January 2022 at 19:56

To: "Shahid N. Shah" <shahid.shah@netspective.com>

Cc: Radhika Narayanan <radhika.narayanan@netspective.org>, "Mohd S (smohd@maxinov.com)" <smohd@maxinov.com>, PUJA

BHATTACHARJEE <puja@maxinovip.com>, "ajay@citrusinformatics.com" <ajay@citrusinformatics.com>, Prathitha CB

<prathitha.balan@citrusinformatics.com>, Sonalika Ghosh <sonalika@maxinovip.com>

Team,

Also never ever ever say anything like this:

"It's my second attempt to reach out to you, so I'd appreciate any feedback."

Its passive-aggressive, demanding, and guiltig. All guarantee you will never hear back.

Also notice the sender never highlights any benefit to the receiver.

Rhetorically this email is a masterclass in shooting yourself in the business foot in 3 sentences.

- John

On Jan 6, 2022, at 4:47 AM, Shahid N. Shah <shahid.shah@netspective.com> wrote:

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Shahid.

From: philip=sur.ly@awards-generic.sur.ly <philip=sur.ly@awards-generic.sur.ly> **On Behalf Of** Philip Knight

Sent: Thursday, January 6, 2022 1:06 AM

To: Netspective Sales <sales@netspective.com>

Subject: 🏆 netspective.com | 2022 SAFEST CONTENT AWARD 🏆

Hello Netspective team!

My name is Philip, I am the chief content manager at [Sur.ly](https://sur.ly). It's my second attempt to reach out to you, so I'd **appreciate any feedback**. Your website netspective.com has been recognized by our system as **one of the safest websites for users in 2022!**

<inline_widget_8cad89ee88f58501610e835d83c90d08.png>

🏆 Congratulations! >>> [Find your free badge here](#) ✓ <<< This link will lead you to netspective.com profile on [Sur.ly](https://sur.ly)

[Quoted text hidden]

Shahid N. Shah <shahid.shah@netspective.com>

6 January 2022 at 20:07

To: John Trenouth <john.trenouth@netspective.com>

Cc: Radhika Narayanan <radhika.narayanan@netspective.org>, "Mohd S (smohd@maxinov.com)" <smohd@maxinov.com>, PUJA BHATTACHARJEE <puja@maxinovip.com>, "ajay@citrusinformatics.com" <ajay@citrusinformatics.com>, Prathitha CB <prathitha.balan@citrusinformatics.com>, Sonalika Ghosh <sonalika@maxinovip.com>

John – given that you said “never ever say” do you have any evidence for your opinions below? Any statistics, research, etc. would be good to cite so that our team can use those studies to gain further insights to drive future decisions and training.

To ensure that we are evidence-driven I've asked everyone on the team to ignore you, me, or anyone else that doesn't cite evidence. 😊

Thanks,

Shahid.

[Quoted text hidden]

Spire <jtrenouth@spireinnovation.com>

7 January 2022 at 04:21

To: "Shahid N. Shah" <shahid.shah@netspective.com>

Cc: Radhika Narayanan <radhika.narayanan@netspective.org>, "Mohd S (smohd@maxinov.com)" <smohd@maxinov.com>, PUJA BHATTACHARJEE <puja@maxinovip.com>, "ajay@citrusinformatics.com" <ajay@citrusinformatics.com>, Prathitha CB <prathitha.balan@citrusinformatics.com>, Sonalika Ghosh <sonalika@maxinovip.com>

I am unaware of any quantitative research. But let's examine the sentence from first principals...

- * Offence is not persuasive

- * Benefits are persuasive

"It's my second attempt to reach out to you"

This is phrased as an admonishment. Admonishments assume a power hierarchy with the admonisher on top. They are furthermore not meant to persuade but to gain compliance. Compliance implies some form of coercion. Assuming coercive power over some one else will offend them.

"so I'd appreciate any feedback"

In the context of the preceding this becomes passive-aggressive — not an expression of authentic gratitude but a faux-polite demand for compliance. Demands and passive-aggression mean to manipulate behaviour through emotional coercion (again with the coercion).

This is the language of an exasperated parent to misbehaving child. Acting like an exasperated parent to a prospective client will likely offend them and reduce the chances of closing a deal.

Let's try to fix some of this.

"I reached out a few days ago with the good news that you won the 2022 Safest Content award. I just wanted to remind you that you will get X, Y and Z if you claim your award by just clicking this link"

This is obviously not perfect. I wrote it in 10 seconds, only to illustrate a point.

So, no coercive, demanding or passive aggressive language. So I should at least have avoided offending anyone.

Next, I don't specify time. I'm not timing you. I'm not trying to pressure you, and we don't have that kind of power relationship. I only mention it to contextualize this message as a reminder rather than a first contact.

Next, positive language that I brought "good news" and that "you won." The focus is on what you got, not what I want from you.

Followup where I try to persuade you to click by leading with the benefits to you for doing so. The ask comes last, and isn't even phrased as an ask — but rather how to collect your dopamine hit.

Put another way...

Imaging someone has asked you to go to a high school dance with them by saying:

"Hey, this is the second time I have asked you to go with me, so I would appreciate an answer."

How do you feel about that?

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Ok, I spent my undergrad on rhetoric, literary theory and composition — so yes perhaps I went a little over the top — but I spent years learning how to go over the top and must use it every chance I get to justify the tuition :)

[Quoted text hidden]

Radhika Narayanan <radhika.narayanan@netspective.org>

7 January 2022 at 09:53

To: Spire <jtrenouth@spireinnovation.com>, John Trenouth <john.trenouth@netspective.com>

Cc: "Shahid N. Shah" <shahid.shah@netspective.com>, "Mohd S (smohd@maxinov.com)" <smohd@maxinov.com>, PUJA BHATTACHARJEE <puja@maxinovip.com>, "ajay@citrusinformatics.com" <ajay@citrusinformatics.com>, Prathitha CB <prathitha.balan@citrusinformatics.com>, Sonalika Ghosh <sonalika@maxinovip.com>

Thank you, John.

[LINKS TO EVIDENCE FOR THE ABOVE THOUGHTS](#)

Interesting! I can especially relate to the exasperated parent to a misbehaving child, and how the tone of that language (*offense is not persuasive - as you put it down*) cannot go well with customers.

To complement your thoughts above, I have **links to 3rd party evidence** to share that talks about email reminders and emphasize the points you mentioned above:

1. A blog post by Salesmate that has referenced their content based on [this](#) book. The section to focus on, in [this](#) article is the '*little tips to help you write a good reminder*', that could be a good comparable to refer to, while sending reminders to those that are yet to put the recognition badge to their site or anything to do with reminders such as those that missed claiming their page based on an initial email, etc.

2. The other 3rd party research reference is from [Hubspot](#), which is equally good to similar posts by Neil Patel.

[REQUEST](#)

[@John Trenouth](#) By the way, I've created a page in [CI](#) to record the learnings from [sur.ly](#) apart from the email templates. Let me know if this is a good place or would you suggest another location?

Kind regards,
Radhika

[Quoted text hidden]

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Radhika Narayanan