

Title:

How to Use E-Mail "Cold Calls" Without Falling into the SPAM Trap!

Word Count:

415

Summary:

Then we'll apply the Unlock The Game™ mindset so you can get an idea of how to create e-mails that won't trigger the negative "salesperson," or even "spamming salesperson," stereotype. Here's the same e-mail, but rewritten from the Unlock The Game™ mindset.

Keywords:

cold call, cold calling, sales training, phone selling, phone prospecting, sales prospecting, sales scripts, telesales, telemarketing, mortgage selling, mortgage cold calling, insurance sales

Article Body:

<p>"Spammers have just about destroyed e-mail as a legitimate selling tool, but there are still ways you can use it to open communication rather than shutting it down right off the bat. E-mail is still a totally appropriate way of communicating with someone -- as long as you use language that doesn't trigger the "salesperson" stereotype."</p>

<p>First, we'll take a close look at one example of a "cold introduction" e-mail that uses the traditional sales mindset.</p>

<p>Then we'll apply the Unlock The Game™ mindset so you can get an idea of how to create e-mails that won't trigger the negative "salesperson," or even "spamming salesperson," stereotype.</p>

<p>On the surface, it looks innocent enough, but take a moment and ask yourself what your instant reaction would be if it arrived in your e-mail box.</p>

<p>The problem is that this message violates the core principles of the Unlock The Game™ mindset by creating the impression that the sender's only concern is making a sale. How?</p>

<p>There is a better way.</p>

<p>Here's the same e-mail, but rewritten from the Unlock The Game™ mindset.</p>

<p>How do you think you would react if you received this e-mail?</p>

<p>Perhaps you would give a sigh of relief because you wouldn't be feeling any sales pressure from this stranger you've never met.</p>

<p>This example shows that, even though e-mail is basically an impersonal one-way form of communicating, the Unlock The Game™ mindset can humanize the connection.</p>

<p>When you give prospects a chance to respond to your request for help, you increase the possibilities for two-way communication and trust-building.</p>

<p>"Always pay attention to how words and phrases that are typical of the traditional selling mindset can make you come across as a spammer," I told Janice.</p>

<p>You might want to start reviewing your e-mails to prospects.</p>

<p>Does your message focus on discussing you and your solution, instead of your prospects' issues or problems?</p>

<p>If you start to rethink and change your language, you may find yourself with more sales than you thought possible.</p>

<p>The basic principle is simple: Avoid self-sabotaging sales language.</p>

<p>A few weeks later, Janice reported back to me that she had been getting much more favorable responses, leading to more phone conversations with new prospects.</p>

<p>Try it yourself -- and do let me know how it goes.</p>