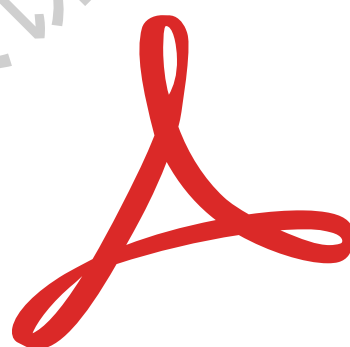


9封曾拿下大客户的 开发信



PDF

电脑登录ice.imiker.com，限时免费试听9节外贸课程。

该资料由毅冰·米课出品，请勿商用。

开发信如何写和跟踪

来自毅冰的mail group整理

电脑登录ice.imiker.com，限时免费试听9节外贸课程。

▶▶ 第一封：

简单介绍自己的公司和产品：（如果是朋友介绍或是展会认识，最好提一下如何得知对方的联系方式，如果是网络搜索得到，可以不写）：

Re:Stationery vendor for Antonio

Dear Eva,

This is C from ...factory/company. Glad to get your info from my Italian friend Antonio.

As I know, you have interest in purchasing stationery from Chinese mainland.
We supply folders, clips, highlighters, notebooks to EU market for several years.

Please contact me for any questions.

Best regards,
C

▶▶ 第二封：

修改一下主题，发送份详细的公司简介给对方，最好PPT 或 PDF 格式，有图形文字：

Re:company profile-- ***company/factory

Eva,

Attached our company profile for your reference/review. Thanks.

Regards,
C



更多外贸内容交流，请加毅冰老师微信。

▶▶ 第三封：

主题要变，这里可以推荐一些产品报价，报价单里至少有几款特别有价格竞争力，来测试客户对价格的敏感度，故意在邮件里注明这是基础报价，为后面有可能有的谈判进展留有余地。

Re: stationery quotes

Hi Eva,

Here attached the quotes for stationery program for your review. To be candid with you, it is the basic price, and will be fluctuated due to the different quantity.

Should you have any questions, this is welcome. Thanks!

Best,
C

▶▶ 第四封：

关于自己的工厂实力，验厂报告等发给客户参考，贸易公司或没有相关证书，可以发一些别的优势，如新产品，现有大买家等等。

Re: factory audit report -- ***company/factory

Hi Eva,

We have already passed the factory audit from Wal-mart, SGS & BSCI.

Please find the audit report in attachment.

I'm sure that our factory is good enough for your program in Italy.

Welcome any comments.

C



更多外贸内容交流，请加毅冰老师微信。

▶▶ 第五封：

发一些样品图片，把图片好好处理下，清楚，直观，突出优势，所有文件加起来最好在几百K，尽量不要超过1M。

Re: photos of sample room

Hi Eva,

Enclosed some photos for our sample room for your review.

If you have time, please pay a visit to us. I think a lot of item will match your interest, and really hope to establish business relationship with you.

Kind regards,
C

▶▶ 第六封：

推荐一些适合市场的产品，突出自己的专业。

Re: recommended items for Italy

Eva,

According to my experience, here attached some products which suitable for Italy for your review.

If any demand, I will provide the offer sheet with samples immediately.

Have a nice day.:)
C



更多外贸内容交流，请加毅冰老师微信。

看完毅冰课程后的一些邮件模板整理（完结篇）

◆ 开发信长短分析篇模板：

Nice day!

I would like to recommend you our top-rated solar light in the US. Please see the best offer with details in attachment.

If needed, I will also provide you the e-catalogue. Please feel free to contact me if any further question.

Thanks and best regards.

C

◆ 开发信德国版：

Ladies and Gentlemen,

PCI Systems offers standard compact PCI and compact PCI express solutions as well as rugged conduction cooled systems that meet the highest Military Aerospace Standards, always assuring your customers highest quality demands.

For detailed information please check the attached pdf files or visit <http://www.xxxxx.com>.

If custom developments are needed, please contact us at sales@xxx.com.

We are looking forward to your reply.

C



更多外贸内容交流，请加毅冰老师微信。

◆ 进口产品邮件模板：

Dear Sir or Madam,

This is Amy from ABC Trading in China. We mainly import machines for manufacturers here.

I visited your website and had interest in importing your injection machines. Could you please give me an overview for your items? Have you exported them to China? Any testing report? What about the quality guarantee?

I look forward to hearing from you soon!

C



更多外贸内容交流，请加毅冰老师微信。

毅冰学员应用开发信Mail Group 成功获得询盘真实案例

冰大大MAIL Group 正确使用方式，回复率妥妥的~

个人觉得，看邮件那章节，必须得认认真真的看冰大大的MAIL Group，我给客户发MAIL GROUP,客户回复率挺高。

我先上客户的网站看客户卖的是什么产品，了解了产品的主要特色之后，以及主要的市场，给他推荐类似的款的，或者推荐我们在她的国家或者市场卖的好的产品，三封邮件都写好，开始一起发送的，每封邮件的标题和内容都是不一样的。

例如：

***with moderate price &high quality

***with ***证书 approval

**** Fast Delivery Time with gurantee

记得冰大大说过：Mail Group既要提供报价，又给介绍自己，又要推荐好卖的产品，凸显自己产品通过的测试等优势。那就好是吧邮件拆分开来发，用几封邮件又有不同的主题，有不同的侧重点，方便客户备份或者查阅，是一个很科学的方法

但是我写的可能没有冰大大那么好。我的邮件内容如下，可能不是很好，但是我会继续好好学习米课，继续加油：

第一封邮件相对比较长一点，第二封邮件,第三封邮件我写的相对简单点，（但是我三封邮件主要是针对不同类型的产品，每封邮件都有他们的相对应的报告，但是整个邮件都不活超过3M）

● 第一封：

Dear ***,

This is pearl , a manufacturer specialize in 产品 with 认证 Approval.

Our majority customers in Europe like:** ***列举几个大客户在哪个国家**** benefit a lot from our products.

Here below some top-rated ***产品 FYR, attached ***认证 FYR

*****以下是产品的主要特色/交期/付款方式/Gurantee/MOQ/认证/以及一张很清晰的照片

Thanks,

C



更多外贸内容交流，请加毅冰老师微信。

●● 第二封：

Dear ***,

Me again, here attached a hot-sales ***第二款产品 FYR.

A customer in *** place a big order from us, enclosed the related certificate FYR

Thanks,
C

●● 第三封：

Dear***,

Power banks with high quality and moderate price is priority during the business.

We're sure that the PRODUCTS here is in strictly and comply with the related certificate in EU Market.

Pls contact with us if you have any further interest about the below good-selling items.

*** (产品信息： 事先在Excel表格里面做好报价单， 然后截图过来放在邮件里面)

请看一下客户回复的邮件， 绝对是在在MAIL GROUP 之后回复的邮件。



更多外贸内容交流，请加毅冰老师微信。

●● 第一个客户：

时间: 2016年1月14日 (周四) 13:28

大小: 32 KB

Dear Pearl,

Thank you for your email. Please send us a quotation for all the models you introduced below. Please also mention MOQ for OEM and non-OEM.

Best,
Thomas

时间: 2016年1月14日 (周四) 13:35

大小: 22 KB

Dear Pearl,

Also here, please send me your price list. Also mention MOQ for OEM and non-OEM.

Best regards,
Thomas

●● 第二个客户：

Stjepan Šmit

发给 'Pearl Wu'

发件人: Stjepan Šmit <stjepan@smi...>

收件人: 'Pearl Wu' <pearl.wu@...>

时间: 2016年1月15日 (周五) 18:57

大小: 672 KB

Send me please your actual prices list !

stjepan 1-15

★ Offer sheet with moderate...

stjepan 1-15

★ DP Family ...

stjepan, davorins... 1-15

★ DG-Family ...



更多外贸内容交流，请加毅冰老师微信。

● 第三个客户：

因为发给这个客户的开发信是家里的邮箱发的，跟公司的邮箱同步不了，所以三封连续的邮件截图不了，等回家之后我再补上吧。

收件人: sales2@5dtek.com <sales2@5dtek.com>

时间: 2016年1月15日 (周五) 22:14

大小: 680 KB

Can you send me link to your products at [Bosch Power Tools](#) website so I can see the models they are selling?

Thank you.

Kind regards | Ned Verlig Hilbert

From: sales2@5dtek.com <sales2@5dtek.com>

Sent: 15. januar 2016 15:03

To: Brian Larsen <blarsen@india.com>

Cc: sales2@5dtek.com <sales2@5dtek.com> ; brian@india.com <brian@india.com>

Subject: DG-Family Power tools moderate price +CE/ROHS Approval-Technology

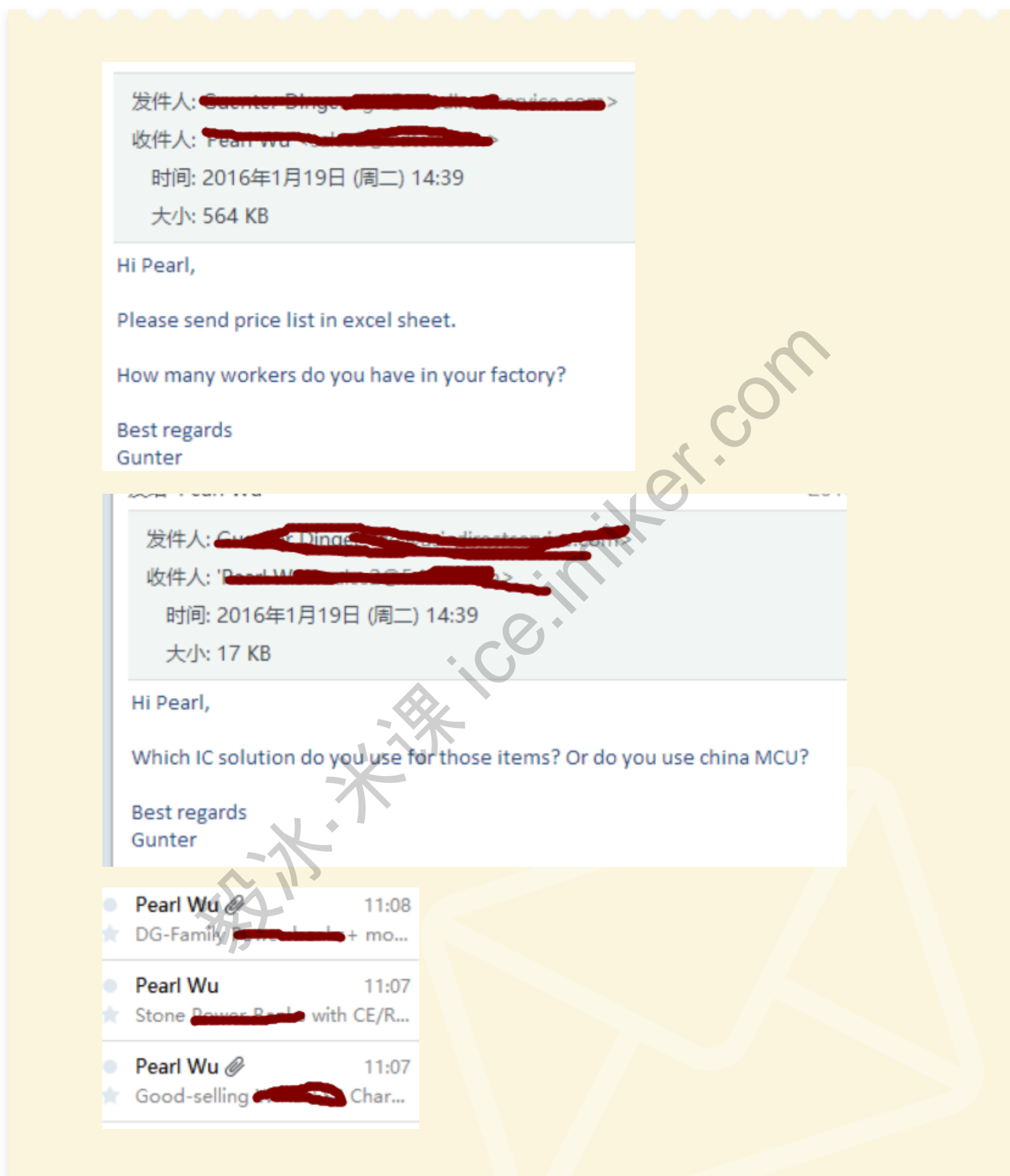
Dear Brian Larsen,



更多外贸内容交流，请加毅冰老师微信。

● 第四个客户：

因为发给这个客户的开发信是家里的邮箱发的，跟公司的邮箱同步不了，所以三封连续的邮件截图不了，等回家之后我再补上吧。



O(∩_∩)O，看到后台里面mail group的使用方法问题蛮多的，上面的正确使用方式给大家参考一下。

By Pearl.

原帖链接：<http://ask.imiker.com/question/12828>



更多外贸内容交流，请加毅冰老师微信。

毅冰mail group实战全过程： 4BD Email=3 Potential Customers (附客户回复)

最近为了拓展市场，不得不自己写开发信。刚好又学习了冰课mail group 3.0的理念，觉得很不错，于是就结合到自己开发信里来用，效果还不错（4个目标开发信，最后获得3个潜在高质量回复及后期的互动），分享给大家。

当然前期对客户了解是少不了的，比如对客户网站的研究，与我们相同点及差异，简单的实力分析（主要是员工人数及对应的产品系列还有工程案例）。另外我一般会比较执着于直接发给对方的MD或Director 或CEO等，不喜欢发给info@或者admin等，所以有时候在找邮箱时可能花费时间较长，不过我觉得是值得的（实在太懒了，太讨厌相同的邮件发给一个公司不同的人）。

Mail Group 1 & 2 :

发件人: Choi Edward
发送时间: 2016-03-02 15:20
收件人: keten
主题: To [redacted] trench heating and new products-02/03/2016

Dear Keten,

Glad to know that you're in the market of HVAC equipment. We're a leading manufacturer of trench heater(nature,fan assisted,heating & cooling ones), wall-mounted convector and fresh air system in China. CE and ISO approved.

All with favorable price and sample is available. CE marking and trench heater details will be sent in the follow up.

Hope to find a way to work with you. Besides, i like your trench heating grilles .

Kind Regards,
Choi

to Keten, CE and trench heater details ★

Choi Edward
发给 keten

发件人: Choi Edward<choi.edward@[redacted]>
收件人: keten<[redacted]>
时间: 2016年3月2日 (星期三) 17:10
大小: 5 MB

LVD certificate .pdf (658 KB) EMC certificate..pdf (637 KB) trench heater .pdf (3 MB)

Dear Keten,

Me again.

Enclosed is our CE marking and trench heater catalog, please check.

Looking forward to your reply .

Thank you and kind regards,
Choi

当然针对不同的公司可能稍作调整，比如有一家英国的企业在网站里说“我们公司的Grilles（产品上的一部分）是全欧洲，甚至是全球最好的，我们以此而自豪”，当时就笑了，实际情况是我们家的grille绝对完胜他们的。然后开发信里我加了这么一句

Hope to find a way to work with you. Besides, i like your trench heating grilles .

另一家，我则加了这么一句：

Hope to find a way to work with you. Besides, Bosch boilers is really famous in China.

其他不同的改动不再累述。下面分享客户回复结果：






更多外贸内容交流，请加毅冰老师微信。

to [REDACTED] CE and trench heater details ★

Keter [REDACTED]
发给 choi.edward@freedom-hvac.com

发件人: [REDACTED]
收件人: [REDACTED] hoi.edward@freedom-hvac.com
时间: 2016年3月2日 (星期三) 17:34
大小: 5 MB

 LVD certificate .pdf (658 KB)  EMC certificate..pdf (637 KB)  trench heater .pdf (3 MB)

Thank you Choi,
Do you have a price list based on your units, including fan assisted & also the htg & cooling units?
Delivery time & Shipping costs to us would also be useful.
Regards,

Keten [REDACTED]

RE: Re:to [REDACTED] trench heater & new products-08/03/2016 ★

Alan Hogan
发给 Choi Edward, [REDACTED] Cafagna

发件人: Alan Hogan [REDACTED]
收件人: Choi Edward<choi.edward@freedom-hvac.com>
抄送: [REDACTED] Cafagna<[REDACTED]>
时间: 2016年3月8日 (星期二) 17:59
大小: 89 KB

Hi Edward
Many thanks for the information, I have passed it to our Group Purchasing Manager [REDACTED] Cafagna for review and I am sure he will follow up with you.
Best regards
Alan

Alan [REDACTED]
Managing Director

RE: Chris, company profile follow up ★

Chris [REDACTED]
发给 'Choi Edward'

发件人: Chris [REDACTED]
收件人: 'Choi Edward'<choi.edward@freedom-hvac.com>
时间: 2016年3月3日 (星期四) 00:05
大小: 79 KB

Dear Choi
Many thanks for your contact. Before we proceed can you please advise as follows:
1) Are you already supplying any UK Companies either with your Brand or OEM?
2) If the UK market is open to us, Can we have exclusivity in the UK market?
3) Just so that we can get an idea of costs. Can you please give me some indication of prices based on our last inquiry.
4) We will need you to supply us as OEM. Is this acceptable to you?

Best Regards

以上基本都是第二封时候已经起作用（主要目的是发送产品样册跟认证），但有一个我已经发送到第三封还是没回应，所以打算放弃。

感觉最主要的是对客户的研究及发对人，有些时候如果客户真的不需要也没办法。当然对方回复你了，哪怕后来又频发的互动，甚至多次磨合报价，但最终有没有订单又不是你能确定的。14年时候开发过英国行业内最大的一家客户，直接联系的对方高层，也对我很支持，平时互道祝福，会讨论苏格兰独立等，测试样品，最后也派工程师来国内验厂，后期项目报价，突然就不再联系，至今不知道原因，所以保持平常心很重要，有些事情慢慢习惯了就好。

也开发过俄罗斯一些跨国工程承包商，很信任，聊红场阅兵，聊产品，价格什么都谈妥了，然后碰到卢布贬值，所有项目 pending或直接取消，有一次跟另一个俄罗斯客户聊天，后来说“现在是求公司能生存下去就好”，但同时也会安慰我，说一切都会好起来。还记得其中一个伊朗工程商，每次都说我们产品价格太贵了，发给我从土耳其等国采购的产品图片并让我分析，我也发很长的邮件给他说明我们产品关键部件采购厂家，展示我们的设备，展示我们工厂、总部大楼，后来说来验厂，再后来发信道歉说暂时来不了...再后来来华参加广交会，两次都错过了，然后....

哎，又发牢骚了。如果大家觉得还不错，就给个赞，我会在下一篇里给大家展示Mail-Group-3 Company profile (提前剧透，关于公司介绍部分是我们mail group里最自豪的部分，是我之前学习产品时看了国外五六十家行业网站后摘出来的)，当然我觉得好的，大家也有可能觉得一般，没关系~~~

原帖链接：<http://ask.imiker.com/question/12828>



更多外贸内容交流，请加毅冰老师微信。

催款邮件模板：

PO NO.:ABC-123/ PI NO.:SP-2206

Dear Michael,

According to our records you have not settled the rest payment for this order.

The attached statement shows the amount owing to be USD17,500. Please help to balance the payment asap.

Thanks and best regards.

C

老客户催款邮件：

Dear Alex,

Have you already settled the rest payment?

Please help to send me the bank slip for record.

Thanks.

C

新客户催款邮件：

Dear Henry,

We're really glad to inform you that everything is OK. Attached is the copy of B/L for your review. Could you please balance the payment for us? And we will send you the original B/L with other documents accordingly.

We look forward to hearing from you soon!

C



更多外贸内容交流，请加毅冰老师微信。

第二封催款邮件：

Dear Alexander,

Sorry to push you again!

We wrote to you on 17 July to remind you to balance the payment. Now it is more than two weeks overdue. And we must ask you to arrange the wire transfer as quickly as possible.

We look forward to your prompt reply.

C

毅冰课程，教会外贸业务如何正确使用开发信mail group获取更多客户询盘，有效的跟进客户，多方面跟客户谈判沟通，快速转换询盘成单。

81%的外贸人都在这里成交第一笔订单。

你可以电脑登录ice.imiker.com免费注册试听或者咨询客服要我的课程目录参考一下



更多外贸内容交流，请加毅冰老师微信。