MENEMSHAGROUP

Sales Email Prospecting Tips and Templates

for Staffing Industry Professionals

Introduction

Let's face it, writing sales emails can be agonizing! When it comes to sales email prospecting, everything from your subject line, to your formatting to your signature can make a difference. Luckily, you won't have to figure it out on your own. I've done the research and with the help of the tips, and templates included in this guide, you'll have the confidence to write attention-grabbing emails that your prospects will want to read.

This guide will give you everything you need to know about what works and what doesn't work when it comes to sales email prospecting.

In the pages that follow you will discover:

1. The customer's mental spam filter (and how to avoid it)
2. Advice for emailing corporate decision makers
3. Email personalization
4. The goal of sales email outreach
5. The key to effective email subject lines
6. The importance of email preview text
7. How to write emails that appeal to your prospect's top priorities
8. Initial outreach emails
9. Emails for sharing third party data/neutral insights
10. Referral emails
11. Email for your champion/sponsor
12. Follow-up emails
13. Break-up emails
14. What it means to be pleasantly persistent

Understanding Your Customer's Mental Spam Filter

On average, your audience spends **11 seconds** reading your email. This means they read to categorize, not to comprehend, or take action. This is their mental spam filter in action.

01

A mental spam filter is the brain's cognitive mechanism for categorizing one's email inbox. Just like an email spam filter serves as a software program to detect virus-infected emails,a mental spam filter refers to the process in which the brain categorizes incoming email messages.

The first question your prospect asks themselves when they receive your email is, "what is this?" They're looking for clues that could tell them if you're a vendor they know, a friend, a colleague or a sales email.

They don't want a sales email. In fact, receiving a "sales email" is like receiving a cold call. The customer thinks, "Oh, jeez, here comes the pitch." This means you have to vigilantly look for and remove the patterns (in your email message) that might tip them off.

You want to avoid tipping off the mental spam filter. To do so, consider this research from Lavender.

Do Not Use:

- Questions in your subject line
- Emojis in your subject line
- Numbers or punctuation in your subject line
- Commands such as:
  - "join us," "last chance," "reply," "please read," "please respond"
- Superlatives such as:
  - "improve," "accelerate," "increase"
- Cliches such as:
  - "quick question," "one minute," "Hoping you can help," "Thoughts?"
- The customer's first name (they know their name!)

Emailing Corporate **Decision Makers**

02

As an employee moves up the corporate ladder, they receive more emails and their time becomes their most precious asset. By the time someone reaches VP level or the C-suite, **everyone** inside the organization is contacting them.

It is common to receive 100+ emails per day (and more in large organizations). In addition to these messages, they're receiving a flood of sales emails. However, it's not difficult for executives to determine which emails stay and which ones get deleted.

Buyers are quickly scanning and deleting the generic emails that don't align with their top three priorities. Generally speaking, the top three priorities for any corporate decision maker focus on A.) their team, B.) their customers and C.) innovation and business growth.

Their Team

The goal for any leader is to create low anxiety, high engagement for their team. Leaders are always focused on creating a positive work environment, providing opportunities for skill development, and ensuring employee satisfaction, all of which contribute to higher productivity, lower turnover rates, and overall organizational success. Look on LinkedIn, company career pages, and social media to understand the size of an executive's team and who's on it. Share fresh ideas and insights that support team management, team-building, communication, diversity and inclusion, and hiring or compensation benchmarks.

Their Customers

Research your buyer's target customer through the company's website. Look at things like testimonial pages to see who's currently using their product or service and what their biggest challenges are. Read customer success stories to understand what challenges their product or service solves. Offer a resource, such as a competitor analysis report, to help the customer retain these customers and/or acquire new ones.

Innovation and Business Growth

Staying competitive in today's rapidly changing business landscape requires a commitment to innovation and growth.

Corporate leaders prioritize strategies that foster innovation, whether through new products, services, or processes. Investing in research and development, fostering a culture of creativity, and identifying emerging trends are essential to remaining relevant and seizing new opportunities.

Identify the strategies and initiatives that your customer is investing in and share relevant ideas and insights that will help your customer optimize those investments.

03

Email Personalization

Email personalization is **the process of customizing email content** to the specific preferences, interests, and behaviors of each individual recipient.

Personalization also means tailoring the tone of your message in a way that makes the recipient feel valued and recognized as an individual.

Truly personalized email goes beyond just using the recipient's name; it involves incorporating relevant information, addressing their needs or interests, and showing that you've taken the time to understand their background or context. When your prospect sees your email, they need to know it was written specifically for them and only them.

The Goal of Your Sales Email Outreach

04

The goal of your initial sales email outreach is NOT to get a meeting, or generate a sales opportunity (job order). **Your goal is to get a REPLY.**

You're trying to start a conversation. That's it.

CTC: Call-to-Conversation: Instead of using a CTA (call to action), include a call-to-conversation. By asking for a conversation you remove the friction. The best way to start a conversation is with a close-ended (yes/no) question.

Sales Email Subject Lines

Your sales email subject line should be short, 2-3 words, and it should be a description of what is written within your email. Your email subject line should answer "what's in this email message?" **You're setting expectations** for what the reader will see when they open your email and you don't want to inadvertently set the wrong expectations.

05

Cliches like, "discuss partnership," "let's find fifteen minutes," "quick question," "you're the perfect fit," "I have the perfect candidate," etc, are all phrases that trigger your reader's mental spam filter.

Your subject line should be emotionless; avoid using superlatives or punctuation.

For example, a "hoping to connect" subject line is ineffective because it is vague, lacks originality and is weak. It demonstrates a lack of confidence on behalf of the seller.

Instead, use factual and subjective words such as... "ERP Implementation," "Candidate Skill Certification," or "New Hire Ramp."

If your email is clogged with ugly buzzwords and industry jargon like "strategic sourcing strategies," "cutting edge technology, or "best-in-class," you will miss out on replies. Just say it in plain English in under six seconds.

Avoid trying to be informative. While salespeople have been trained on methodologies like "insight selling" and "commercial teaching," data shows that these approaches are ineffective when applied via initial email outreach.

People don't open their emails to get a lecture. Save this for your sales meetings.

When you write email subject lines that are:

- Overly playful
  - Emojis
- Verb driven
  - Increase, accelerate, improve
- Uses superlatives
  - "unapparelled performance," "exceed your expectations"
- Is "you" focused
  - "I'd like," "I have," "I think," I'm..."

You fit into a pattern. You look like other messages they've gotten from outside vendors. When this happens, you're in trouble. You've been lumped in with all the other bad sellers. Their guard is up.

05

Instead, your subject line should look like a to-do list item. This will help keep your reader as open minded as possible. Seek out subject lines that are boring. We want our email to appear as if it is an internal email. One approach is to use words and terminology that your customer uses.

As you research your customer, seek out words or phrases that are unique to the organization and are used by leadership and internal employees. You can incorporate the terminology into your email subject line, just so long as it ties back to your solution and the reason for your outreach.

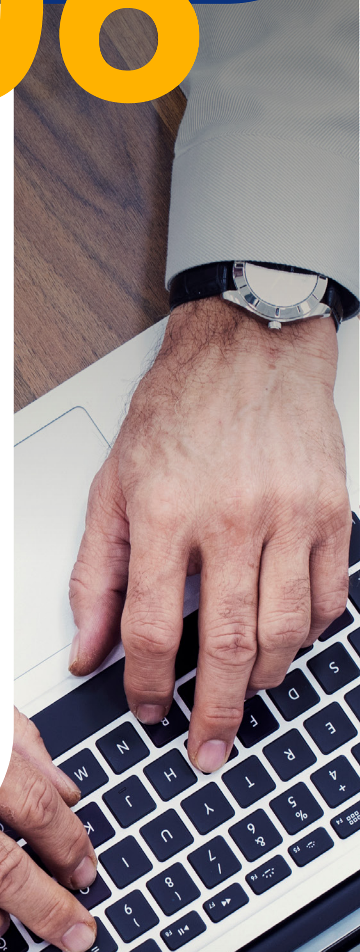
Examples might include:

- Customer Update
- Customer Retention
- Product Update
- Product Launch
- Project Update
- QTR Forecast
- Employee Retention
- Team Update
- Employee Turnover

Email **Preview Text**

The email preview text is what really determines if your email gets opened. This is the line of copy that follows the subject line in your email client.

06



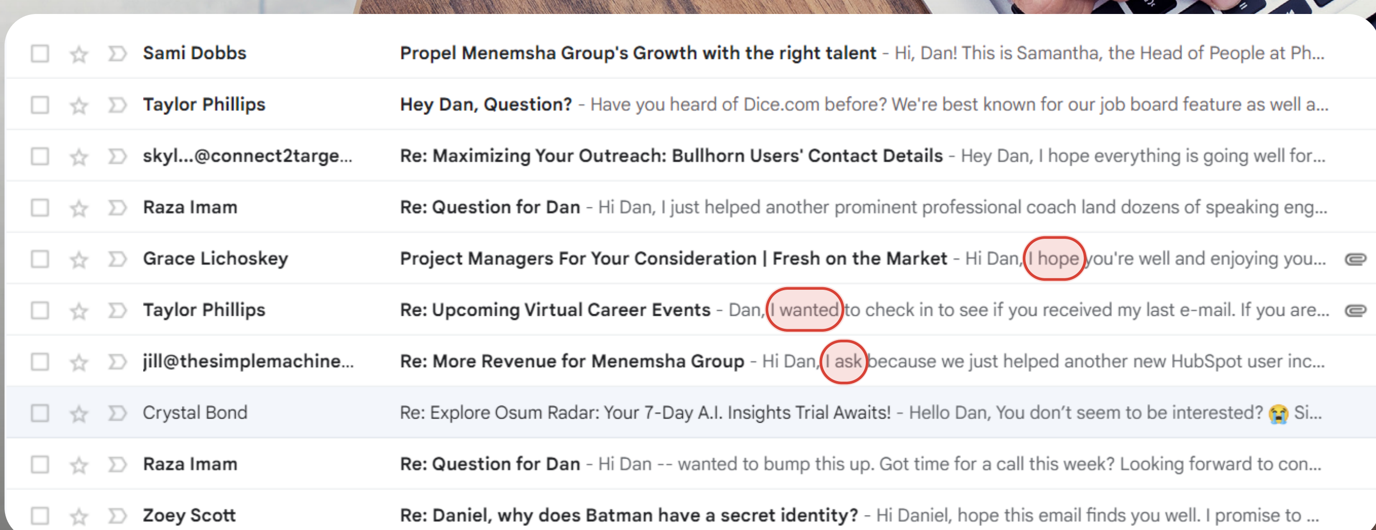
A subject line following the above advice passes the mental spam filter.

And your preview text provides additional context to inspire your reader to open or ignore.

Most email clients will display the first 1-2 sentences from your email body as the preview text. By keeping subject lines short, you maximize the preview text shown.

This means the first two sentences in the body of your email are critical. If your email message and subsequently, your preview message, looks anything like the preview messages in the image below, your customer will delete your email. Corporate decision makers have no interest in reading messages that start with phrases like “I wanted,” “let me introduce myself,” “I’ve tried.” These messages are self-serving and blend in with every other sales email in their inbox.

Here are some examples of poor sales emails below:



Sami Dobbs	**Propel Menemsha Group's Growth with the right talent** - Hi, Dan! This is Samantha, the Head of People at Ph...
Taylor Phillips	**Hey Dan, Question?** - Have you heard of Dice.com before? We're best known for our job board feature as well a...
skyl...@connect2targe...	**Re: Maximizing Your Outreach: Bullhorn Users' Contact Details** - Hey Dan, I hope everything is going well for...
Raza Imam	**Re: Question for Dan** - Hi Dan, I just helped another prominent professional coach land dozens of speaking eng...
Grace Lichoskey	**Project Managers For Your Consideration | Fresh on the Market** - Hi Dan, I hope you're well and enjoying you...
Taylor Phillips	**Re: Upcoming Virtual Career Events** - Dan, I wanted to check in to see if you received my last e-mail. If you are...
jill@thesimplemachine...	**Re: More Revenue for Menemsha Group** - Hi Dan, I ask because we just helped another new HubSpot user inc...
Crystal Bond	Re: Explore Osum Radar: Your 7-Day A.I. Insights Trial Awaits! - Hello Dan, You don't seem to be interested? 😭 Si...
Raza Imam	**Re: Question for Dan** - Hi Dan -- wanted to bump this up. Got time for a call this week? Looking forward to con...
Zoey Scott	**Re: Daniel, why does Batman have a secret identity?** - Hi Daniel, hope this email finds you well. I promise to ...

07

Four Additional Sales Email Prospecting Tips & Statistics

1

Length

People don’t want to read a novel. They don’t know you. If your email looks long they won’t read it. It’s too much work. The best emails are between 25-50 words.

2

Make it easy to read

Break up your email into multiple one line sentences (use bullet points). This makes it easier for your recipient to read. White space is a good thing.

3

Writing Level

Research from Lavender shows that writing at a 3rd to 5th-grade reading level gets 67% more replies. Keep it simple, no fancy jargon or buzzwords.

4

Avoid the B.S. Pleansantries

Avoid phrases like “I hope this finds you well,” “I’m checking in,” or “I hope all is well.” Phrases like this tip off the customer’s metal spam filter. Be direct. Get to the point.

08

Initial Reach-Out/First Touch Emails

Your primary goal with initial reach-out emails is to **get a reply and start a conversation**. The goal is NOT to book a meeting (yet). Booking a meeting and generating a sales opportunity can’t happen without first generating a positive reply. So focus on getting a reply first!

Your observation should be based on one of the following:

1. Your knowledge of your buyer persona and/or,
2. Your research on the specific customer such as
    a. A problem they’re trying to solve (or unaware of)
    b. A goal they’re trying to achieve
    c. A current or upcoming project
3. One of the three priorities aforementioned

Template #1

- Share your observation/research
- Ask a question: Call-to-conversation

08

Example

Subject: Scaling DevOps Team

Jim,

I see you're **<demonstrate your observation/research>** (hiring DevOps engineers).

<Call-to-conversation> Would it be helpful to have some market data that supports the winning strategies for attracting and hiring these highly sought-after engineers ?

Dan

Why it works:

1. Your observation demonstrates credibility and why you're reaching out to connect.
2. The question is value driven; you're being thoughtful by offering something of value. It focuses on your observation and the prospect's potential challenge and implies you have a solution.
3. The question should be close-ended (it is to be answered with a yes or no), and it doesn't explicitly state what you do. It's a call-to-conversation
4. This simple approach can drive an impulsive reply based on curiosity. For the salesperson, you're trying to determine if your observation is a priority. If what you're mentioning is a priority for your prospect, you're likely to get a quick response.

Template #2

- Share your observation/research
- Ask a question
- Provide context

08

Example

Subject: Ramping DevOps

Jim,

I see you're **<demonstrate your observation/research>** hiring DevOps engineers.

<Ask a question> Would it be helpful to get a look at how your competitors are attracting and hiring top engineers?

<Provide context> We take a data-driven approach to ramping DevOps teams.

Dan

Why it works:

You're taking the first approach and adding how you can help your prospect if the suggested observation is a priority. This added detail can bring them closer to understanding the purpose of your question and what you offer.

08

Template #3

1. Make an observation: One sentence that shows you know your reader. Demonstrate your personalization research.
2. Demonstrate credibility: Demonstrate credibility with one relevant sentence that demonstrates you understand their likely pain point or value prop. It should be related to your observation and solution.
3. Share a solution: Explain how you have solved this for others in one sentence.
4. Call-to-conversation (CTC): End with a question. Your primary goal is to start a conversation.

Example

Subject: Day Job

Hey Valerie,

I see you're **<demonstrate your observation/research>** expanding your team of project managers.

If you're like most hiring managers, **<demonstrate credibility>** you can't wait for the hiring process to end so you can focus on your day job:)

<Share a solution> We're helping XYZ Company accelerate time-to-hire and improve employee retention. Through our partnership, they continue to improve each quarter.

Worth a chat **<call-to-conversation>**?

Dan

Additional Examples

Subject: Software Bugs

Kelly,

I understand you're **<demonstrate your observation/research>** running the XYZ implementation project.

I imagine pushing new software updates into production bug-free is top of mind for you **<demonstrate credibility>**.

We're helping ABC Inc. push their software products into production faster. With our help, they continue to accelerate time to market **<share a solution>**.

Worth a chat **<call-to-conversation>**?

Dan

Subject: Series D Funding

Hey Jim,

I read the news regarding your series D round of funding.

Sounds like you'll be heads-down implementing and integrating your new CRM and analytics software to support your expanding sales team.

Would it be helpful to have a template to support you with requirements gathering to mitigate scope creep and foster collaboration with your stakeholders?

Dan

Subject: BI Project

Linda,

Looks like you're focused on the business intelligence project for fostering data-driven decision making within your organization.

We recently helped Menemsha Group build their enterprise data warehouse and implement a set of BI tools. They've reduced warehousing costs and improved capacity planning.

Worth a chat?

Dan

Why it works:

You're taking the first approach and adding how you can help your prospect if the suggested observation is a priority. You build credibility by demonstrating you understand their potential "pain point." This added detail builds trust and brings them closer to understanding the purpose of your question and what you offer.

Subject: Jim Jones Comments

Jim Jones discussed the importance of revamping your product suite to drive customer retention.

Sounds like your product backlog and your sprint backlog may be growing.

We recently helped ABC Company increase the pace and frequency of their product releases resulting in a 7% gain in market share.

Worth a conversation?

How it works

1

Make an observation

Find comments made by the CEO (earnings release, press release, podcast, investor relations, etc). The CEO's comments are your observation.

2

Subject line

Include the full name of the CEO in the subject line and the word "comments"

3

Demonstrate credibility

Demonstrate credibility with one relevant sentence that demonstrates you understand their focus. Don't be assumptive, use a neutral tone.

4

Share a solution

Explain how you have solved this for others in one sentence.

5

Call-to-Coversation (CTC)

End with a question. Your primary goal is to start a conversation.

09

Be a Helpful Resource, Share Third-Party/Neutral Insights

To demonstrate credibility and your thoughtfulness, you can share unbiased, third-party insights.

Examples include sharing blog posts, eBooks, analyst reports, podcasts, webinars, etc, from an unbiased, third-party resource. Do not share branded content created by you or your organization, otherwise you will be perceived as a self-serving salesperson.

How it works

1

Reference a Third-Party Data Source

Bring a trusted, third-party publication to the discussion. Share the piece you want your prospect to see, and show that you're being thoughtful by sharing neutral, third-party insights. Do not use your company's blog or other branded resources.

2

Explain Why They Should Care

Reuse your context (from the initial reach-out emails) and start a conversation with a question.

3

Explain Why You're Sharing it

Tie your "why" to your understanding of their situation/observation including their business needs, challenges, and goals.

4

Optional

Make a soft ask and nod back to the original call-to-conversation.

Example #1

Use Case: Initial outreach, follow-up, LinkedIn DMs, and re-engagement

Subject: Insights from Gartner

Kelly,

Do you follow **<insert industry publication>** research from Gartner Group?

<Explain why they should care> As the DevOps leader responsible for accelerating time to market, and deployment frequency, I thought you'd find this insightful.

The VP of DevOps at XYC Company explains his approach, resulting in 16% revenue growth **<explain why you're sharing it>**.

Is this a priority for you **<call-to-conversation>**?

Dan

Why it works:

- You're demonstrating that you genuinely care about your prospect by sharing credible and useful information
- You're tying your "why" to your understanding of their situation and what you believe are their business goals
- The question at the end should be close-ended (it is to be answered with a yes or no)
- This simple approach can drive an impulsive reply based on curiosity. For the salesperson, you're trying to determine if your observation is a priority. If what you're mentioning is a priority for your prospect, you're likely to get a quick response.

Email Highlighting Your **Value Proposition**

Note:

You can incorporate a value proposition into template #3 highlighted above.

Example #2

Use Case: Initial outreach, follow-up, LinkedIn DMs, and re-engagement

Subject: Mobile App. Schedule

Michael,

I understand you're focused on **<demonstrate your observation/research>** deploying a new mobile application to drive customer retention.

We recently **<share a solution>** helped Acme Corp deliver their new mobile application ahead of schedule by quickly scaling their project team, resulting in 16% cost reduction.

Worth a chat **<call-to-conversation>**?

Why it works:

By referencing a goal your prospect is trying to achieve you quickly establish credibility. You're tying your offering to your customer's goal by demonstrating how you've helped other like-minded customers achieve a similar goal. Your question at the end is an invitation to a conversation (it is close-ended). You're trying to determine if your observation is a priority.

Email from a **Referral** 10

Referrals can be tricky. Don't assume that just because you've been referred to the customer that they will automatically respond to your email or take your call. After all, you don't know what the customer thinks of the person who referred you to them.

How to use it:

1. Start with who referred you (namedrop early)
2. Provide context for why they referred you.
3. Tie in your value proposition to your understanding of their situation including their business needs, challenges, and/or goals.
4. Call-to-conversation (CTC): End with a question. Your primary goal is to start a conversation.
5. Include your referral source on the email to authenticate your credibility

Example

Subject: Scott Smith suggested we talk

Jim,

Scott Smith (cc'd on this email) suggested we connect.

Scott shared with me that **<provide context>** you're launching a key initiative to drive more leads to your corporate website.

Scott thought we should talk because **<tie in your value proposition>** we recently helped ABC company increase the website traffic by 443%.

Would you like to schedule a call?

Email for Your Champion/Sponsor

11

This is the email you ask your champion or sponsor to send to other stakeholders to get a group call scheduled.

Subject: Team Call

Team,

I asked Dan Fisher of Menemsha Group to spend 30 minutes with us next week. I met with Dan today and gave him some context for the roadblocks were up against regarding **<insert challenge>**.

Dan had some unique insights and perspectives to share on **<insert problem>**. Any concerns about spending 30 minutes with Dan next week?

Follow Up Emails 12

Follow-up emails are those emails in which you are following up with a prospect or customer (to a prior interaction) to either gather additional information, compel the customer to **commit to the next step** in the sales process (a meeting, interview your candidate, sign your MSA, etc.), or close a deal.

It's common for salespeople to say things like:

- "Just checking in….."
- "I just wanted to follow up on…."

These phrases fail to capture the attention of the recipient because they're vague and offer no value to the customer. And using the word "just" minimizes the salesperson, the value they offer and the purpose of the follow-up. So by all means, avoid these phrases!

After you've engaged your prospect (over the phone, video, f2f, email), it's time to send your follow-up email. Before you begin crafting your email, you must clarify the objective of your message. This way, you can incorporate a strong call-to-conversation (CTC) or call-to-action (CTA) that makes your recipient want to get back to you so you can achieve your objective.

The key to an effective follow-up email, and maintaining momentum, is your ability to create context. Don't assume your prospect remembers you or the details of your interaction. It is your job to remind them, by creating context.

You create context by referencing the date of your interaction, summarizing your prior interaction including the topic(s) discussed, the key points and the action items you agreed to. Ideally, you want to offer something of value that that correlates back to your prior interaction.

Example

Subject: <Insert customer's goal>

Hey Michael,

Great meeting with you last week.

You shared with me your goal is to **<insert customer's goal>**.

It sounds like **<insert customer challenge>** has been a real bugaboo!

I've done some research and I have a few ideas to share.

How does meeting on the 11th work for you?

The Break Up Email

13

Every salesperson's biggest fear is not knowing where they stand with their prospective customer. When prospects go silent, salespeople are left in limbo. Ugh!

Enter the breakup email.

Breakup emails are designed to provoke a response from a prospect whom you haven't heard from in a while. These emails enable you to close the communication loop, either confirming a prospect won't be moving forward or that they're still interested, but have just been busy.

Example

Subject: Project Update

Hey Jacqueline,

Last time we spoke, we discussed your challenge of **<insert pain point>**, and how our **<insert your offering>** could help you achieve **<insert their goal>**. That was "**X**" weeks ago.

Are you still interested in continuing our discussion or should I stop reaching out?

Best,

Dan

Example

Subject: If This Is It...

Hey Don,

We haven't been able to connect (or reschedule our call/meeting) and it's reminding me of when Rachel stood up Ross on prom night...

Jokes aside, are you still interested in scheduling a time to talk (or continue the discussion) or are you no longer interested?

P.S. Let me know if I should return my tuxedo:)

Best,

Dan

Be Pleasantly **Persistent**

14

We've all heard this term, but what does it actually mean?

Pleasant:

- Being persistent but not offensive
- Staying top-of-mind without wearing out your welcome

Persistent:

Consistently and proactively following up via outbound sales activity (calls, email, text, social) until you make the sale.

There are two ways to wear out your welcome.

One way is constantly sending emails "reminding" your prospect that they haven't responded to you. Don't try to put the guilt trip on your prospect with messages like "I tried to reach you a number of times." If you haven't interacted with the prospect before, don't expect a response to your emails.

The second way is by following up with a prospect whom you've already spoken with by saying

"I haven't heard from you in a while. What's going on?" Pounding the prospect for a response makes you look desperate and needy. And it's annoying!

If you've been interacting with the prospect and all of sudden they stop responding to your messages, wait a couple of weeks. Then go back to giving. Offer them a data point or a piece of insight they can use in an upcoming meeting. Focus on being thoughtful by offering them something of value.