



SALES PROSPECTING TEMPLATES

Amit Sharma



TABLE OF CONTENTS

1.Content Preparation Customer Case Study Example	3
1.Subject Line	4
1.Email Body	5
2.Email Template Story Telling.....	6
3. Email Template AIDA Formula	7
4.Email Template 3 Direct.....	8
7.Followup Template.....	9

1. CONTENT PREPARATION | CUSTOMER CASE STUDY EXAMPLE

Customer Persona

- **Target Customers** - Dentists running small and medium business/clinics
- **Services Sold** - Online Marketing Services
- **Business Challenge** – No or Limited Presence Online Presence
- **SEO Status** – Not on First Page

- **PAIN (of not having marketing team or using internal marketing team) –**
 - Limited Customers and Business Growth. Unable to generate new inquiries.
 - Investing High in Marketing to Generate Offline/Online Business Inquiries
 - High Competition and Losing New Customers to Competition
 - Marketing is hard, Expensive and Resource Intensive to be managed Internally without any guarantee of results.
- **GAIN (from using Online Marketing by External Marketing Agency) –**
 - Marketing Operation is handled by Expert within a desired budget with results guaranteed.
 - Extending Business reach to New Territories through Google and Social Media thereby increasing business exposure and delivering new customers.
 - Stop Losing Customers to Competition. Instead, win customers from competition to grow and build brand.

Sales Activities

- Email Campaigns

Pre-requisites

- A Website Landing Page describing SEO Services
- One Existing Customer Name and Permission to use it for marketing (if possible)

1. SUBJECT LINE

What Elements Makes a Subject line the most effective?

1. **Keep it short.** Too long, and recipients may not see the entire thing in the preview pane. That can be a death sentence. How short? There is no magic number, but somewhere between 30-45 characters is a good rule of thumb. Use www.emailsubjectlinegrader.com to verify Subject Line Effectiveness.
2. **Personalize.** Are you more likely to open a generic or personalized email from a stranger? First name, location, company name, or a reference to a previous encounter are just a few ways you can quickly and easily make it about them.
3. **Urgency and exclusivity.** A limited-time offer, flash sale, countdown, or “just for you” subject line is bound to perform well because we’re all so worried about missing out. Just make sure you’re genuine – if it’s not really limited-time or exclusive, don’t say it is – because you’ll lose their trust otherwise.
4. **Specificity and usefulness.** Does your subject line convey a specific and useful benefit to the recipient? Does it tell them exactly why they should open and read? It should.
5. **Be authentic.** Making outrageous claims that you can’t deliver on may get you an open, but it won’t win you a sale. Only promise and promote what you can reasonably expect to deliver.

1. EMAIL BODY

What Elements Makes an Email Body the most effective?

6. **PAIN OR DESIRE.** Target Customer Business Top Level Pain or Desire. Customers majorly Relate and Respond to Pain or Desire.
7. **Personalize | Industry Relevance.** Don't shoot in dark. Establish Industry or Business Relevance to showcase deep expertise possessed by your business in serving similar industry or clients.
8. **Social Proofs.** Customers respond to Social Proofs. Showcase Social Proof and Customers will not resist to engage and respond.
9. **Story Telling.** Story Telling has the power to drive maximum engagement and Action. A good Story telling with Social Proofs targeting Customer Top Level Pain engage maximum Customers.
10. **Customer Feeling.** As they Say, unless customer feels it, he won't respond to it. Showcase Customer Feelings through Results Promised/Achieved and you can have maximum conversion rate.
11. **Probing Questions.** As they Say, unless customer feels it, he won't respond to it. Showcase Customer Feelings through Results Promised/Achieved and you can have maximum conversion rate.
12. **Action | Shorter Goals.** An email without a strategically planned Action doesn't convert. Offer Customers the Next Step. Avoid asking Big Leap as Call, Appointment, Webinar or Trail. Pick Shorter Goals such as "Watching Video" or "Visiting a Landing Page"

2.EMAIL TEMPLATE | STORY TELLING

Subject - Generating customer inquiries needs heavy investments?

(Targeted Top Level PAIN)

Body -

Dental Hospitals are struggling to generate customer inquiries. Willow Dell (a Dental Hospital in Nevada) – our customer had the same problem when they approached us.

(Establishing Industry Relevance, Social Proof & Story Telling)

“Online Marketing is hard and offline marketing require heavy and consistent investments to generate customer inquiries. Our marketing cost is shooting up.” – Willow Dell.

(Elaborate Top Pain as Highlighted in Subject Line)

We implemented SEO Plan as an online marketing Solution. Fast Forward – Willow Dell is raking on the first page of the google and have seen an extensive growth of 100% in customer inquiries with 1/3 of the existing investments. This is what they say now –

(Solution Provided and Results Achieved)

“Gaurav’s Online Marketing Expertise are commendable. We have increased our online customer inquiries while reducing our investments on offline marketing.” – Willow Dell.

(Customer Feeling & Social Proof)

Are you also struggling to-? **(Probing Question to Establish Problem Statement)**

- Increase your Online Customer Inquiries?
- Find new customers and enter new territories?
- Losing customers to competition?
- Investing heavily to generate customer inquiries in online or offline marketing?

Check out, how we can help you double your customer inquiries within 3 months *****
Landing Page Link *****

3. EMAIL TEMPLATE | AIDA FORMULA

Subject - Is Sales CRM using all the Time? **(Top Level Pain)**

Body -

Hi [name],

What would you do with an extra 10 hours each week? **(A - Attention)**

I ask because clients like yourself have seen savings like these – if not more – after adding our software to their tech stacks. **(I - Interest & Customer Feeling)**

Just ask experts like Grant Cardone, Tim Henman, and Brian Tracey, who were happy to count as satisfied customers. **(D - Desire with Social Proofs)**

Watch, how we can help you save time and double your productivity ***** Landing Page Link ***** **(A- Action)**

Regards

4. EMAIL TEMPLATE 3 | DIRECT

Subject - Losing customers to competition?

Body -

“Hello {Ram},

Do you people at {XYZ Inc.} deal with {email marketing problems} right now?

I’m from {XYZ company} and I’m working with dozens of companies from your field, like [Examples of companies] to make sure their [email marketing issue] is resolved on a daily basis because of our [email marketing services].

Check out, how XYZ company got X% more Enquiries & Revenue after working with us
***** Landing Page Link *****

If you think this can be useful for you, how about a quick call to discuss your specific challenges? I would also like to show you how your competition is trending against you.

Does 11am Works for you tomorrow or do you prefer 3pm?

Regards

7.FOLLOWUP TEMPLATE

Requirement - Customer hasn't responded to first 5 email templates

Follow-up 1

Hi James,

Gaurav here from XXX regarding 'Online Customer inquiries growth'. I work with Dental Hospitals and their marketing head to jump up their online customer inquiries by 300% within 3 months and within their expected budget.

I did send couple of mails to you in relation to it but haven't got a response yet.

Would you like to know, how your competitors in your region are dominating the online space and generating 10X more business?

If yes, please reply with your convenient time and preferred number to showcase the study. Alternatively, you can reach me on the below numbers.

Follow-up 2

Hi James,

Gaurav here from XXX regarding 'Online Customer inquiries growth'. I work with Dental Hospitals and their marketing head to jump up their online customer inquiries by 300% within 3 months and their expected budget.

I did send couple of mails to you in relation to it but haven't got a response yet.

Would you like to know, how many customers within your region are searching for dental services and what your share out of it?

If yes, please reply with your convenient time and preferred number to reach you.

Thank
you!
