

# E-mail Action

Getting prospects to open, read and act on your e-mail

**Editor's Note:** In this column space of *Vet-Advantage*, we will give you insight into both basic and advanced tactical selling techniques that will help you serve customers better than ever before. But let us preface this with a warning. The material in these articles is not for salespeople who are not ready to push themselves harder than ever before. It is for the professional who seeks constant improvement, fresh ways to serve customers, and constant learners who are never satisfied with being average. If this is you, it's great to have you on board. Now let's get to work!

**C**heck your e-mail right now. How many do you have sitting in your Inbox from salespeople and marketers trying to get your business? And what separates the ones you open versus the ones that get sent to your Junk Mail Abyss? Let's face it; none of us have enough hours in the day. We are forced to make hard decisions about where each minute goes. And our sales prospects feel the same. So the art of crafting sales e-mail that creates curiosity and urgency is a talent that you need to have if you are going to regularly find new prospects – and get current ones to act. So when writing that e-mail, think about what it would have to say for YOU to be eager to open it.

What is the difference between an e-mail that gets opened and one that doesn't? First, people open, read and act on e-mails that they can respond to quickly. Which means you need to make every word count. They also are immediately skeptical, regardless of how great your solution is.

Below are some tips that will get your e-mail opened, read and acted on more often:

## HAVE AN OBJECTIVE

A good e-mail objective is what you want the reader TO DO as a result of reading it. It is NOT to deliver information. Think about the action you want at the end . . . before you start typing.

## CREATE A SUBJECT LINE THAT CREATES CURIOSITY

Treat it like the title of a book, but don't get too "cutesy."



By Brian Sullivan

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For example, if you recently sold a product or service that benefited a current customer in a big way, and have little doubt it can do the same for your prospect, try something like:

- Veterinary Clinic Increases Monthly revenue by 22 percent.
- Kansas City Animal Hospital Saves 10 Lives in 2010.
- Dr. Jones Believes I Can Help

## START WITH A TESTIMONIAL IN THE BODY

People believe the opinions of peers using your solution more than the person selling it. Make the testimonial match the subject line. For example:

- *"Since ABC Animal Health introduced some of the latest technology to our clinic, not only are our pet owners happier, we have been able to increase our monthly revenue by 22 percent."* – Associated Animal Medicine
- *"Two years ago we switched our facility to ABC Animal Health's flea and tick solutions. We believe that we have increased compliance by 50 percent among customers."* – Dr. Jones - Pet Hospital
- *"I recommend ABC Animal Health to all of my colleagues. No company better understands how to diagnose our issues and provide answers to our patient management challenges."* – Dr. Brown

## STATE THE PROBLEM

Before you start telling your prospect in general terms what your company or solution does, you first have to "add

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a little salt to the wound.” Tell them some of the common problems that similar decision-makers have faced. For example:

- We have identified a common problem in many veterinary clinics. Many are unaware of the latest vaccinations and customer promotions in the marketplace that can increase revenue by as much as 20 percent or more while increasing patient care.

### **TELL THEM BRIEFLY WHAT YOUR COMPANY DOES**

But keep it brief and casual. If it sounds like it came off a corporate brochure they will tune you out.

- At ABC Animal Health, we seek out the premier veterinary clinics and hospitals, break down the financial and patient care benefits of each, then help identify the perfect technologies for the perfect practices.

### **TELL THEM THE BIG BENEFIT**

And get to the point. Also make it as specific as possible.

- By matching veterinarians like you with premier

testing technologies, we not only believe we can make your practice more profitable, but we also believe we can help save lives.

### **ASK FOR SOMETHING, THEN GIVE SOMETHING**

“If you think it’s worth a few minutes, I can make myself available for a quick phone call or visit, and do a quick assessment of your practice. Right now I have Monday at 1:00 or Tuesday at 9:00 open if you’re interested in a “practice check-up.” (Notice the words, “make myself available.” It says you are a busy professional in high demand!)

- In the meantime, I am attaching a recently published article by Dr. Keith Borglum entitled “How to Improve the Financial Position of Your Practice.” Some great tips in there! Thanks a ton!

After writing your e-mail, read it with the eye of a customer. Would it make you curious, interested and eager to respond? If it did, go ahead and press SEND. And the next time you check your Inbox, avoid all those lame sales e-mails sent to you, and go right to the ones from prospect’s who are dying to hear more about your value. ■

Brian is author of the book, *20 Days to the Top – How the PRECISE Selling Formula Will Make You Your Company’s Top Sales Performer in 20 Days or Less*. To sign up for free sales training modules on getting to the top, go to [www.precisesellingonline.com](http://www.precisesellingonline.com). Or drop Brian an e-mail at [bsullivan@preciseselling.com](mailto:bsullivan@preciseselling.com).