

Business

Sales Email Exercise (Headline, Offer, Proof, Persuade, P.S.)

Original Letter	Comments
<p>To: From: Date:</p> <p>Dear Mr Smith</p>	<p>Make sure you have the right name, email address and appropriate greeting. First names are better for emails. e.g. James,</p>
<p>Subject: New 'Sales Activator' Sales Training System</p>	<p>Headline Does this really grab you? At least the benefit is fairly obvious, use this to train your workforce</p>
<p>The Sales Activator® is the best new sales training and selling development system for decades (source: businessballs.com). It is now used by leading companies such as Shell, Barclays, Zurich Life, and DHL, because it offers significant advantages over conventional sales training.</p>	<p>Proof This shows other companies that have used. It is best if there are quotes, numerical proof, guarantees and ideally an introduction from a personal friend.</p>
<p>For a cost equating to just a few hundred pounds per sales team per year, your sales people and managers can each participate in at least 70 hours leading-edge sales training and development per year - and what's more they will enjoy doing it.</p>	<p>Offer It is best to make the main offer before the proof. This offer is too vague to be effective. A better version would be for £399 you will receive 70 hours...</p>
<p>The remarkable 'Sales Activator' system uses a participative team-game quiz format to develop :</p> <ul style="list-style-type: none"> • leading-edge sales skills • effective selling processes • peer-to-peer sales coaching • motivational sales management skills, and • shared best practice and team building 	<p>Persuade They're trying to provide more information and details to persuade the person, but the benefits don't seem to be very clear.</p>
<p>If you'd like to assess the effectiveness of the Sales Activator® for your sales organisation, you can arrange a no-obligation, free one hour Sales Activator experience - with an approved facilitator - for one of your sales teams at your next team meeting. I'll call you soon, or please feel free to contact me to arrange it.</p> <p>Yours sincerely, etc. (Signature and name)</p>	<p>At least they've offered something for free, but the message is getting confused. Do I have to take any action? (If you are going to call them, you don't have to tell them... You'll do it anyway)</p>
<p>P.S. You can see more details about the Sales Activator®, and download a free Sales Performance Report showing the five critical factors that deliver most sales improvement at the Sales Activator® page on www.businessballs.com.</p>	<p>P.S. This hasn't been thought through, because instead of strengthening the call to action, it asks you to read more sales material.</p> <p>It would have been better to say that if you email back today, you'll be given a free trial.</p>

Source: [The Sales Activator®](http://www.businessballs.com/), is a trademark of the Trainique Ltd. More info on <http://www.businessballs.com/>

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Exercise 1 - Write an improved letter

You have now read the original letter and the comments beside it. Discuss how you could improve this letter and in pairs write down a new and improved letter.

Subject:	Headline How can you grab the reader's attention?
	Offer Make a clear offer to the person to make them act
	Proof How can you prove what you say? Who are your customers? Can you quote them? Have you got numbers or percentages? Have their colleagues/competitors got the system?
	Persuade This is about the benefits of the system. <ul style="list-style-type: none">• How have other people benefited?• Why is this a special opportunity?• What will happen if they don't purchase your system?
	P.S. Final twist to make sure they act now, make it URGENT, so that people read and act straight away.

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Improved Letter Sample

Original Letter	Comments
<p>To: From: Date:</p> <p>Joe,</p>	<p>Make sure you have the right name, email address and appropriate greeting. First names are better for emails. e.g. James,</p>
<p><u>Subject: Oli Said You Wanted a Sales Training Program</u></p>	<p>Headline Make it personal, if the guys know Oli he's much more likely to read this email or better still start with a phone call and then follow it up with an email. Every extra personal detail you know or can find out will increase your chances dramatically.</p>
<p>We met your colleague Oli at the Trade conference in Birmingham and he said that you were looking for a well designed Sales training program. Well I'm very pleased to say that for £399 you can buy the best sales training program on the market, which we are confident will increase your sales performance significantly.</p>	<p>Offer The offer has been made very clear.</p>
<p>The Sales Activator® is currently used by Shell, Barclays, Zurich Life and DHL. Barclays said that since its introduction, they've increased revenue per sales person by 35% and sales people from DHL said that they appreciate the quality of training that DHL provides, in fact Eileen Hoden enthused, "It's great to know the company cares about us and is willing to help us improve our sales techniques."</p>	<p>Proof There's a number in here, there's concrete companies and a quote from a satisfied customer. (Ideally make it from one of the company's competitors)</p>
<p>In fact we're so confident that your sales guys will want this system that we're prepared to give you a free demonstration with no obligation or you can even phone one of our existing customers to check out the benefits they're getting!</p>	<p>Persuade Reduce the risk and increase the benefit of them contacting you.</p>
<p>Please email or call me (01234 648458) so that you may have the opportunity to experience the Sales Activator® yourself.</p> <p>Yours sincerely, etc. (Signature and name)</p>	<p>General closing of the letter with the phone number included, so that they can make an instant decision.</p>
<p>P.S. If you send me a reply today with all your details and names of your sales people, then I can get you the last 10 places for the 1-month free trial of our new version!</p>	<p>P.S. A final twist to make them act quickly, i.e. if you don't do it today we won't give you the free trial.</p>