

CONVERTING EMAILS --- INTO MEETINGS

What happens after you send an email?

1. Prospect will respond positively and ask for a meeting
2. Prospect responds asking for more information
3. Prospect does not respond to your email
4. Prospect will respond saying they are not interested

Positive Response

If prospect responds immediately with a day and time of when they are available for a meeting

- Ask them for the best number to reach them at and let them know you'll be sending them a calendar invite as soon as you have this
- OR send them a calendar invite with a “dial in” conference number and respond to their email letting them know you did this

Example Email Response 1

“Hey John,

Great hearing from you. What’s the best number to reach you at for our call?

Once you send that over, I’ll go ahead and send you a calendar invite.

Looking forward to chatting with you soon.

Thanks,

Patrick”

Example Email Response 2

“Hey John,

Great hearing from you. I just sent over a calendar invite for this Thursday at 11:30AM with my conference line attached to it.

If you have any questions in the meantime or if there are any changes in scheduling, feel free to send me a note.

Talk soon,

Patrick”

If Prospect Does Not Propose a Time

Respond back with 2 days and 3 times slots

- Give them options so they do not have to think about it
- Also show that you're schedule is flexible in case your times slots do not fit their schedule

Example Email Response

“Hey John,

Great hearing from you. Here are a couple of times that work for me this week:

- Wednesday (Oct 24) at 10:30AM PST
- Thursday (Oct 25) at 2:00PM PST
- Thursday (Oct 25) at 4:00PM PST

Go ahead and pick a time that best works for you and I’ll send over a calendar invite with my conference line info.

But if none of these times work for you, let me know what does and I’ll work around your schedule.

Thanks,

Patrick”

WHEN PROSPECTS DON'T RESPOND

Reasons Prospects Don't Respond

Never take rejection too personally

Reasons Prospects Don't Respond

1. Your email got lost in their inbox
2. They intended to but forgot
3. They had other priorities at the moment
4. They didn't read your email fully and didn't realize the value you could deliver

Reasons Prospects Don't Respond

Follow Up Schedule

- Depends on the industry
- Can follow up every 3 to 7 days
- Only follow up 3 times MAX.

How to Follow Up Example 1

“Hey John,

I never heard back from anyone last week.

If it makes sense to talk, let me know how your calendar looks.

If not, who is the appropriate person to talk to?

Thanks,

Patrick”

How to Follow Up Example 2

“Hey John,

I wanted to follow up on my email below about helping you increase [unique value].

If it still makes sense to talk, let me know what your calendar looks like.

Thanks,

Patrick”

How to Follow Up Example 2

Follow Up Email Tools

- Boomerang
- Yesware
- Automated Sales Software like Outreach.io

Reasons Prospects Don't Respond

If prospect still does not respond after the third follow up, let it go and make the assumption they are not interested and move on to the next prospect.

OR you can cold call the company.

WHEN PROSPECTS ASK FOR MORE INFORMATION

When prospect asks for more information

- DO NOT send prospect an information packet or deck
- YOU can sell MUCH better over a conversation compared to a PDF or slide deck
- Your goal in your response is to give them just enough information to want to take a meeting with you

When prospect asks for more information

Prospect:

“Can you send over some information about this before a call?”

When prospect asks for more information

“Hey John,

Great hearing from you. Now we’ve helped business like yours grow by [action], but that is just a small fraction of what we do.

More importantly, for us to see if there’s really a fit to work together here, it’d be best if I can understand your current situation better. Figuring this out shouldn’t take much time.

Do you have 10 minutes to hop on a call over the next few days?

Thanks,

Patrick”

WHAT IF THEY ALREADY WORK WITH A COMPETITOR

Competitor Response Email

“Thanks, but we’re already working with [competitor].

Competitor Response Email

Reframing Strategy: position your offering as complimentary to their existing solution or uniquely different

Key Variables on the Reframe Strategy

1. Acknowledging the competitor and the value they offer
2. Position your product or service in a way where it does not directly compete against your competitor, compliments your competitor, or is an entirely different product

Competitor Response Email

From: Josh Mellott
To: Matt Bertuzzi
Subject: Nurtured Sales Leads 9 Times More Likely to Convert to Appointments

Hi Matt-

I'm sending you a quick note following up on a couple of attempts to reconnect with you. I would love the opportunity to speak with you about your marketing automation initiatives.

I also wanted to send you an article I came across talking about the impact of nurturing leads. [Nurtured Sales Leads 9 Times More Likely to Convert to Appointments](#).


Please let me know when you are available.

Best-
Josh

Josh Mellott
Regional Sales Manager
Manticore Technology |
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Competitor Response Email

Matt Bertuzzi

to Josh 

Thanks Josh. We are a longtime HubSpot customer and, while not a proper MA solution, it works really well for us.

Have a great quarter end. Best,
Matt

Competitor Response Email

Reframing Strategy in action

Josh Mellott

to me 

Thanks for the response Matt. If you are interested in taking a look at our solution, let me know. We're starting to see more and more companies using HubSpot for their inbound efforts and a true marketing automation tool for their outbound efforts.

Josh Mellott

Regional Sales Manager

Manticore Technology

www.manticoretechnology.com

OVERCOMING LACK OF BUDGET OR RESOURCES

Overcoming Lack of Budget or Resources

- Knowing if your prospect does not have the resources to make a purchase is a good thing. You do not want to sell something to someone who does not have any money!
- Move on to your other deals

Overcoming Lack of Budget or Resources

But if the prospect is critical and you would like to keep in touch to potentially have a buying conversation with them in the future...

Overcoming Lack of Budget or Resources

“Hey John,

Great hearing from you. I appreciate your transparency and totally understand.

Even if you currently don't have the resources, I'd still love to show you exactly how we can [unique benefit] so that you're aware of what's available when the timing is better.

So if it still makes sense to talk, let me know what your calendar looks like.

Thanks,

Patrick”

KEEPING PROSPECTS WARM

AFTER THEY SAY NO

Keeping Prospects Warm

If you'd like to keep the prospect as a warm lead,
ask for permission to email them every now and then

Keeping Prospects Warm

“Hey John,

I totally understand.

We’re constantly finding new ways to help [unique value].

Is it okay if I periodically send you an email just to make sure you’re in the know about important new ways to [accomplish X].

Thanks again for your transparency.

Patrick”

Keeping Prospects Warm

After gaining permission to email them periodically

- Follow up on an individual basis
- Add them to a monthly email list that provides value and keeps you top of mind

THIS ISN'T A PRIORITY RIGHT NOW

This isn't a priority right now

PROSPECT: “Thanks, but we’re not focused on [relative product or service] right now.”

Counter with social proof or proven results and target a metric you feel they care about

This isn't a priority right now

“Thanks for getting back to me John. I really appreciate the candid response and totally agree with the importance of focus when there's so many things you could be doing for your business.

Now, I wanted to point out that we just finished working with [client] that resulted in a 23% increase in monthly revenue.

If you're interested, I can send over a one page case study.

Interestingly enough, this wasn't a focus for them either when we first developed a working relationship.”

**NO EXPLANATION ON WHY THEY
ARE NOT INTERESTED**

No Explanation

“Sorry, no thanks.”

No Explanation

Your goal is to figure out why they said no so you can make improvements to your emails.

No Explanation

“Thanks for getting back to me. Any particular reason why this isn’t a good fit right now?”

The reason I ask is because two of our most successful clients felt the same way until we were able to educate them on the power of [unique benefit].

I’m happy to send over a one page case study on their results if you’d like.”