

13 Golden Rules of Email Prospecting



Buyers Want to Hear From You

Many sellers assume buyers don't want or need to talk to them early in the buying process.

This simply isn't the case.

In fact, research from the RAIN Group Center for Sales Research shows:¹

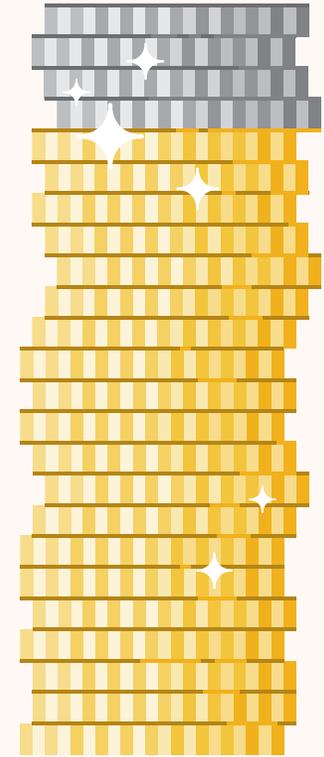
- 71% of buyers want to hear from sellers when they're looking for new ideas and possibilities to drive stronger results.
- 62% of buyers want to hear from sellers when they're actively looking for a solution or to solve a problem.

And guess what? They want to hear from you via email.

It's up to you to research, develop messaging, and customize your outreach to attract buyers at the right time.

¹ Benchmark Report on Top Performance in Sales Prospecting. RAIN Group.

80%



of buyers prefer to be contacted by email

To: Erik@company.com

Cc: CFO@company.com, COO@company.com **CC stakeholders**

Subject: Ideas to Streamline R&D Processes for Erik

Erik, **Say their name**

Andrea Jones mentioned to **Lead with referrals** me you've been looking for **Be buyer centric** ways to streamline R&D processes, so I'm reaching out. Are you looking into any of the following areas? **Ask questions**

- Doubling efficiency by having a paperless lab environment
- Detecting and resolving potential deviations in real-time (no more waiting for data review)
- Cutting down admin time by up to 30% through centralizing assays and extractions **Use numerals**

Use bullets

The rule of 3

Don't be a robot

Keep it short

Keep it simple

I can walk you through how we do this before our presentation at the Roma Life Sciences Summit next month **Clarify your CTA** –any good times to connect this week? **Give them a choice**

1. Lead with Referrals

84% of B2B buyers start the purchasing process with a referral.² Seek out referrals from your contacts. Create referrals as you sell to reach a decision maker. Mention referrals right away in your touch sequence.

Examples:

- *Jon Snow recommended we get in touch.*
- *Paola Moreno said you'd be the best person for me to talk to about your distribution challenges.*
- *George Smith told me he's interested in training for the marketing team.*

² How B2B Sales Can Benefit from Social Selling. Harvard Business Review.



of B2B buyers start the purchase process with a referral



Tip: Ask your referral sources to make the introduction. They may say no, but if they say yes, you'll get a huge response boost.

2. Don't Be a Robot

- **Customize:** Write something that proves the email wasn't automatically generated.
- **Have a voice:** Emails that use emotion words (e.g., wonderful, hate, delighted, furious) get 10-15% more responses than emails that are neutral.³
- **Be action-oriented:** Use an active voice ("reduce downtime by 20%") instead of a passive voice ("downtime can be reduced by 20%").
- **Be a human:** Share personal details. Inject humor. Avoid phrasing that looks cookie-cutter or copy and pasted from a template.

³ 7 Tips for Getting More Responses to Your Emails (With Data!). Boomerang.

Joe,

You don't know me, so I won't pretend you do. (Though I see from LinkedIn we have 31 shared connections and you're a fellow lacrosse aficionado.)

You probably know that response time is a huge driver of customer satisfaction when it comes to support tickets.

[Prospect company]'s team has average response time down to 48 hours (great!) according to our test. But what if you could get it in the magic 24-hour window?

We helped [competitor X] cut their response times in half. Are you interested in a 10-minute demo of how our platform could do the same for you?

3. Be Buyer Centric

Focus on buyer impact over your features and having a compelling value proposition.

Lead with “you” instead of “I.” Here’s how:



Your post on [subject] got me thinking...

Your question on [LinkedIn Group]...

VPs of Marketing often find that meeting and exceeding inbound lead targets is a huge challenge. Several VPs have told me that...



Tip: Try the 3-second test. Does the email focus on the prospect within the first 3 seconds?



I’ve been thinking...

I’m also a member of [LinkedIn Group]...

I’ve worked with multiple people in your position...

4. Keep It Short

Shorter emails have quicker response times.⁴
55% of emails are read on mobile devices.
Cut fluff and generic phrases.



Tip: Draft your email on your phone to have a realistic idea of how prospects will read it.



⁴ 55% of Business Emails Read on Mobile Phones. The Drum.

5. Keep It Simple

A 3rd grade reading level gives a 36% increase in response rate over emails written at a college reading level.⁵ Use simple words. Keep your sentences short.



Tip: Run your email through <https://readable.com/text> to check grade-reading level.



Say This

You can post to 100+ job boards with one click and view all your best candidates in one place.

We make it easy for you to screen and rate them so you can make the right hiring decisions—fast!



Not This

Our platform features an innovative process for listing new openings across job boards and tagging, searching, and organizing job applications and resumes by utilizing cloud computing and decentralized information management...

⁵ 7 Tips for Getting More Responses to Your Emails (With Data!). Boomerang.

6. Use Bullets



Small business owners see their top challenges as:

- Managing employee healthcare
- Dealing with government regulations
- Diversifying their client base



Small business owners see their top challenges as managing employee healthcare, dealing with government regulations, and diversifying their client base.

⁶ How People Read on the Web: The Eyetracking Evidence. Nielsen Norman Group.

People look at lists with bullets more often than lists without.⁶



7. Use the Rule of 3

Give people 3 bullets, 3 choices, 3 adjectives describing your impact, etc. Clustering in groups of 3 makes ideas stick.⁷ More than 3 choices can confuse people, cause them to tune out, and lead to decision paralysis.

The top 3 areas we help with are:

- 1 Designing and implementing assessment programs that fuel process change
- 2 Improving food safety, operational excellence, and workplace safety
- 3 Developing brand-wide and location-level growth strategies

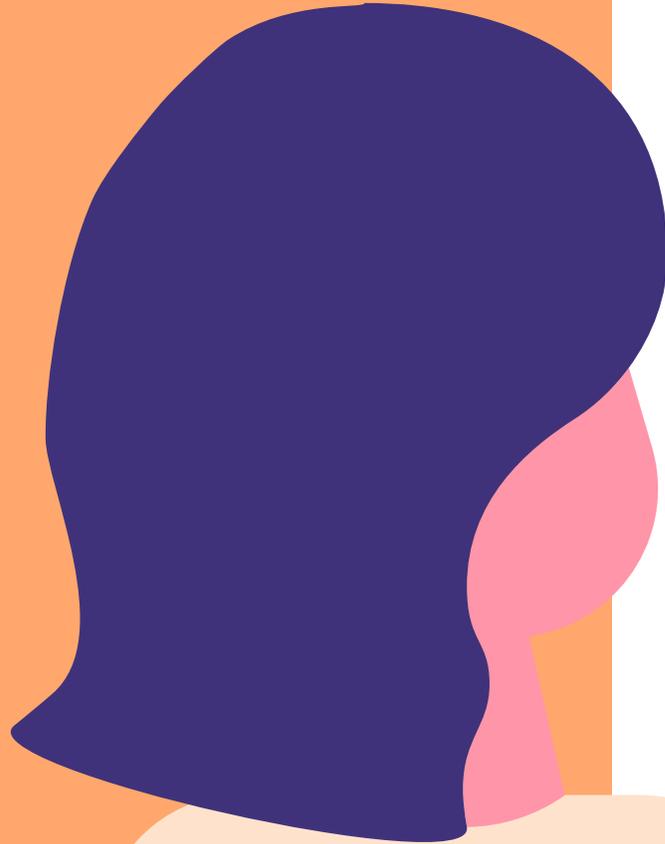
Does ¹11am, ²1:30pm, or ³4pm work for you?

You must also uncover buyer ¹wants, ²desires, and ³aspirations to provide maximum value.

⁷ How to Use the 'Rule of Three' to Create Engaging Content. Copyblogger.

8. Use Numerals

Digits stop and fixate eyes when people scan text.⁸



Hi Jan,

If you want to generate the best opportunities and set yourself up for success in **2021**, you need to prepare.

And there's no better way to prepare than by using data-backed findings on what's working (or not!) for the most successful sellers.

In this deck, we share **21** ideas, tips, and resources to help you prepare so you can create your own luck this year.

PS. **80%** of buyers prefer to be contacted via _____. Check out tip **#3** to find out what it is!

⁸ Show Numbers as Numerals When Writing for Online Readers. Nielsen Norman Group.

9. Ask Questions

Emails that ask 1-3 questions are 50% more likely to get a response.⁹

✓ Say This

Is 9:30am or 1:30pm a better time to speak?

Do you think the results on [research topic] will change your approach to [challenge]? Have you tried any of these strategies in the past?

Are you currently working on improving [related business value]?

✗ Not This

Let me know if any of those times work for you.

Look forward to hearing your thoughts on this research.

Our platform can help you improve [related business value].

⁹ 7 Tips for Getting More Responses to Your Emails (With Data!). Boomerang.

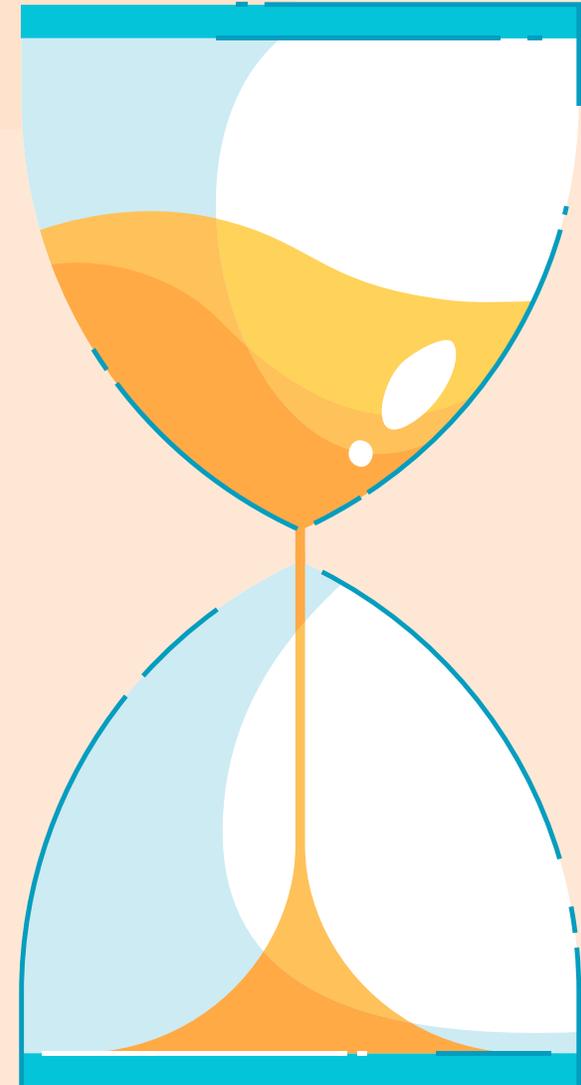
10. Give Them a Choice

Give recipients an out! Remind them it's ultimately their choice whether they respond or not. This compliance-gaining technique doubles the chance someone will say yes.¹⁰

Examples:

- *If you'd rather not, I understand. I appreciate you reading this far.*
- *Are you able to take this 5-minute survey? Completely up to you, but it would be really valuable for us, and we'll share the results with you soon.*
- *Your feedback on this research would be extremely helpful, but you're free to just share it with your team.*

¹⁰ These 4 Words Can Double Your Chances of Getting What You Want. Curiosity.



11. Say Their Name

People's eyes are automatically drawn to their names in print. Put the recipient's name in the subject line or use the recipient's name more than once in the body. Emails with personalized subject lines are 26% more likely to be opened.¹¹



Tip: Double check for nicknames. LinkedIn can help. Is it Michael or Mike? Margaret or Maggie? Use their preferred name. Don't use Mr. or Mrs.

¹¹ The New Rules of Email Marketing. Campaign Monitor.

To: Erik@company.com

Subject: **Erik:** Streamline R&D Processes

Hi **Erik,**

26% lift in open rates!

Andrea Jones mentioned to me you've been looking for ways to streamline R&D processes. Are you looking into any of the following areas?

- Doubling efficiency by having a paperless lab environment
- Detecting and resolving potential deviations in real-time (no more waiting for data review)
- Cutting down admin time by up to 30% through centralizing assays and extractions

I can walk you through this before our presentation at the Roma Life Sciences Summit next month,

Erik. Any good times to connect this week?

12. CC Stakeholders

“CC-ing” stakeholders improves both open and reply rates by as much as 12%.¹²

Reply Rate Comparison

1 Recipient



2 Recipients



3 Recipients



Tip: Get in the habit of asking prospects, “Is there anyone else I should copy on the email?”

¹² You Could Increase Your Email Reply Rate 12% By Doing This One Simple Thing. Bernie Reeder.

13. Clarify Your CTA

Make what you're asking for (your call-to-action) clear.

Don't ask prospects to let you know what they thought of the video you linked, **and** to find a time to speak about your latest research, **and** to schedule a demo, **and** to introduce you to their colleague in IT.

Keep it to one ask per email.



RAIN Sales Prospecting: Create Conversations with Ideas and Insights

Nothing has changed more in sales in the last decade than prospecting. It's more difficult than ever to get through and set meetings with your buyers. If you want your team to achieve top performance in sales prospecting, this is the program for you.

RAIN Sales Prospecting training is unlike any other educational experience. Participants will:

- Apply learning in real-time to connect with prospects and set meetings
- Use multi-touch, multi-modal messaging that we work with you to develop for phone, mail, email, and social media
- Learn to stay focused on and obsessed with prospecting results using our Extreme Productivity approach
- Have access to cases, examples, and exercises tailored to your industry and your buyer profiles
- Continue to learn long after the training is over: RAIN Group's world-class reinforcement includes custom emails, online lessons, and coaching to ensure learning sticks and transfers on-the-job

raingroup.com | info@raingroup.com | 1-508-405-0438

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COMPONENTS

Live Prospecting: Sellers apply what they learn in real time to reach real prospects.

Prospecting Messaging: We work with you to develop the key messaging most likely to resonate with your buyers.

Attraction Campaigns: We work with you to develop and write multi-touch, multi-modal Attraction Campaigns for phone, mail, email, and social media.

Execution Assurance

Coaching: Ensure sellers are held accountable and change happens with our 90-day execution assurance process.

RAIN Group unleashes sales potential by delivering transformational experiences.

RAIN Group helps organizations:

- Develop and improve sales strategy, process, messaging, and talent
- Enhance sales capability with award-winning sales training
- Design and execute strategic account management initiatives
- Increase effectiveness of sales management and coaching

Best IP: We study buying and selling relentlessly through the RAIN Group Center for Sales Research. Our research and field work allows us to create industry-leading intellectual property to help our clients achieve the greatest success.

Best Education System: We use the most effective education approaches, methods, and technologies to make training work, stick, and transfer to the job.

Best Results: We make it our mission to drive value and achieve the highest client satisfaction through excellence in quality and producing transformational results for our clients.

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9

Worldwide locations

2002
Founded

75

Countries where we've
delivered training

4.8

Out of 5 average
facilitator quality score

Top 20

Sales Training Company
as recognized by Selling
Power and Training Industry