

EFFECTIVE EMAIL MAIL-OUTS

(Information for telephone sales representatives)

Often during the course of a telephone sales conversation you will be asked to "send some info" about the product or service you're selling and perhaps about your company, too. It is perfectly appropriate to send this by email but there are some things to keep in mind when doing so.

The most important of these are reinforcement, format and relevance.

Reinforcement

Your prospect will need to be reminded about your call, so make sure your email message reinforces the points you made on the phone and reiterates those "hot buttons" you used. This repetition will refresh your prospect's memory and remind them why they are interested in buying from you.

Format

The information you attach to your message needs to be in a format your prospect's computer can download and open. Many company email servers do not, for example, accept attachments which have graphics embedded in them and will reject your email. Even your company logo could be viewed as a potential virus-carrying graphic.

One of the best ways to send attachments is in portable document format or PDF. These can be read by most modern computers, which have Acrobat Reader as standard software and, if not, is downloadable free from the www.adobe.com website. Sending documents as PDFs is now routine.

Sometimes, you will not have problems if your document is in Microsoft Word but this is not always the case and the desktop publishing capabilities of Word can be difficult to master. Besides, graphics might again cause problems for your prospect's computer.

Your prospect will most likely want to print out what you have sent them, so ensure your choice of format prints out well in terms of colours, spacing and margins.

You will need to find out the best way to email your prospect your material. While you are discussing sending them further information, you have the opportunity to ask what format they would prefer to receive it in. Offer some options if you have them - Word, pdf, etc. Send your material in the format they elect, otherwise they will not open it and may just delete your email. And, again, you will have wasted your time and theirs.

Relevance

Many people will just send out whatever material they have to hand without giving any consideration to what it contains. Your mail-out must answer any questions your prospect has and prove beyond doubt that your company is an organisation worthy of doing business with. In other words – **it must be relevant to them**. Put yourself in your prospect's shoes. Think what it would be like to receive a communication from you.

If you keep in mind these three elements: reinforcement, format and relevance, you won't go far wrong with your mail-outs to prospects.