

# V5 – Top tips for sales emails

- **Don't forget the subject line!** Use personalisation, mention prospect's name, advertise value, build curiosity
- **Build common ground and therefore rapport** – for example mention shared connections, and similar interests
- **Identify a key business issue for them and leverage this to add value** – may be an article that brings perspective to this issue, adding your own professional commentary
- **Use trigger events** so you can tailor your content and timing
- **Use 'you' rather than 'we' or 'I'** – psychologically this gives an indication that you are focused on the prospect and their needs, not on pushing your product or service
- **Keep emails short and simple** - prospects have limited time and attention, especially on smartphones
- **Use bullet points** – they break up the text and are more visually accessible to the reader. Do not use too many – maybe two to three
- **Use graphics or visuals** – people interpret the visual much quicker than text and may be more likely to have visual learning preferences
- **Use questions** – people often feel compelled to answer. Do not overdo it – one or two questions is enough
- **Refer to your earlier contact efforts in the cluster** – to build familiarity and recognition
- **Demonstrate 'humanness'** - show some personality and character
- **Suggest a next step/call to action** '