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Common Email Business Development Mistakes

We all receive emails from organizations we don't know letting us know how good their products or services are and how they can change/improve our lives and our business. That is of course if you read the whole email.

For several months I kept a list of these emails. The following are typical examples, and my sole intention is to educate. For privacy reasons author names, company identity and product/service details have been omitted. The spelling and grammar are verbatim.

Example One

Hi there,

... is a reputable company in... for the provision of custom precision... services.

We are established since.. and is an...certified company.

We can also provide turnkey solutions for your precision.. needs from concept to completion at cost-effective rates. Our Services...

Let me know if you are interested. I will share complete quotation with you.

Comment

- -Hi there is unprofessional in a B-to-B context.
- The author did not know the prospect's name or what the business does. The services offered are unrelated to the prospect's business.
- The spelling and grammar errors can project a lack of care and or an uneducated salesperson
- Why would the prospect take the time to read it?

Example Two

Hi Sir/Madam,

We are an International freight forwarders which provide...), transportation (local delivery and clearance of container), warehouse... Below is our company profile and hope we can be your freight partner in the near future with no obligation. We provide services... We are certified... We are being awarded...We are also...

Meanwhile please feel free to contact us should you have any enquiries or require any assistance on freight and logistics.

Let me know if you are interested. I will share complete quotation with you.

Comment

- The approach appears respectful, but why not find and use the prospect's name?
- What makes the salesperson think the prospect may need a freight forwarding service?
- Many spelling and grammatical errors.
- Why should the prospect be impressed by this company's achievements?
- Pride in a company's products and services can come across as arrogant unless in context with what the prospect is looking for.

Example Three

Hi Kurt,

I trust that you have had an opportunity to read my previous email and look at our website, so I figured it'd be worth checking in with you again.

Have you given any additional thought to my proposal? ... has been working in this Industry where we help companies similar to Sales Consultants in getting more sales appointments via email marketing & LinkedIn.

If you are looking to boost your sales for your services, we can get you sales meetings week after week. My team and I have taken a look at your LinkedIn and Website and we are very confident that we can help you get the results every single month, on a done for you basis.

When would suit you for a quick conversation? Use this link ...with me.

Comment

- The salesperson did their homework by knowing the prospects name, business name and the business it is in
- Using the strategy '...we help similar companies...' does not have the impact it once did
- The salesperson has assumed the business needs more sales appointments.
- With the prospect not engaged after sending a second email, the assumptive close is irrelevant.

Example Four

This is how some emails end the correspondence:

PS: If you do not wish to receive more emails from us, please reply to this email with the word "unsubscribe"

Comment

- Why would a prospect take the time to reply to an unsolicited email?

Emails one and two are old school sales prospecting. The salesperson hopes the sheer volume of emails will create a response. Example three, to the salesperson's credit has done some homework, but if more time were taken prior to approaching the prospect; an initial phone call or ask to be referred by a credible source who knows the business and the prospect, the outcome would be different.

After reading every email a common thread was the only form of contact was email. Does this mean a lack of sales strategy skills or sales call reluctance?



Kurt is a sales practitioner who created sales records in five industries and won major sales awards including Salesperson of the Year. The products and services he sold were newly released, consultative, relationship and retail. He is a recognized sales expert, successful author and respected sales and personal development coach who has guided organizations and salespeople to vastly improved sales performance and profitability. His clients range from small to multinational companies in Australia, the Middle East, Asia, and Europe.

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