

Title:

7 Pitfalls of Using Email to Sell

Word Count:

831

Summary:

Fear of rejection. Getting blocked by gatekeepers and voicemail. I'll just e-mail instead." We

Keywords:

cold call, cold calling, sales training, phone selling, phone prospecting, sales prospecting,

Article Body:

<p>\* Fear of rejection. The sheer negative force of anticipating rejection makes people turn t

<p>\* Getting blocked by gatekeepers and voicemail. When salespeople don't know how to break th

<p>However, when you try to use e-mail to offer your product or service to someone who doesn't

<p>We all know how much everyone hates e-mail spam, but even so, many salespeople are still se

<p>However, these introductory e-mails typically contain the traditional three-part sales pitc

<p>If you're still using email to sell, watch out for these 7 pitfalls:</p>

<p>1. Avoid sales pitches. If you feel you must use e-mail to start a new relationship, make y

<p>2. Stop thinking that e-mail is the best way to get to d ecisionmakers. Traditional selling

<p>3. Remove your company name from the subject line. Whenever you put your company and soluti

<p>product and services. Your subject line should be a humble reference to issues that you may

<p>4. Stop conditioning your prospects to hide behind e-mail. When you e-mail prospects, it's

<p>5. Avoid using e-mail as a crutch for hand ling sticky sales situations. Are prospects not

<p>6. Avoid using "I" and "we." When you start an introductory e-mail with "I" or "we," you i

<p>Finally...</p>

<p>7. If you can, stop using e-mail selling altogether. There is a way to renew your confidenc

<p>For all these reasons, you should think of e-mail as your last resort. If you can learn to

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