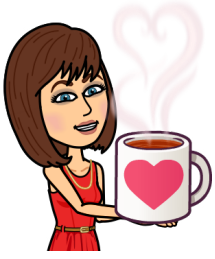


Do the emails you send yield the results you want?



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If not (and most agree they could do better), consider these changes to transform results and elevate success.

Each of the following emails is authentic and was sent to prospective customers. Yes, they are cringe worthy! As you read them, and review my comments, please consider how you can elevate your tone and present a positive, professional voice to do justice to your brand.

Stop making it about you

Good Evening Client Name,

Thank you again for considering the HOTEL for the Meeting Name in Date! I have attached our proposal along with some additional information about the hotel.

Once you have had a chance to review the proposal, I would like to schedule a call to discuss in more detail what our hotel offers.

Should you have any questions or need any assistance, please do not hesitate to ask as I am more than happy to help!

Kind Regards,

Really?

Based on this email, why should the buyer choose your hotel?

Perhaps (maybe) the proposal helped the buyer envision her success at your venue, but more likely it was filled with facts about your hotel and pricing.

The writer of this email likely thought this was pleasant and polite. It is! But is there one business reason or emotional reason to choose your hotel? Nothing that revolves around the buyer or provides the confidence and emotional certainty needed to say, "Yes, please!"

Move from self-centered to client-centered — focus on what matters to them — and your world will change.

Give them a reason to say yes!

Good Afternoon Client and Client,

Have you had a moment to review the proposals for the 2022 Sweet Dog Champion's Circle? Is there any additional information that can be provided to ensure that I'm shining as your top selection? My beautiful resort is the ideal setting for your guests and I'd love to be able to place the space on hold for you. Please let me know!

What?

Because YOU, the sales person would like to shine to the top, and YOU say it's the ideal setting and because YOU would like to place the space on hold, I should favor your proposal?

Did you give the buyer a reason to select you or revert to you after reviewing your proposal? Why is your beautiful resort “the ideal setting” for the guests? What are their objectives and how will your environment and passionate team ensure their success?

More, what exactly do you want them to “let you know?” How can you make the next step easy so even if all things seem equal, you with your value added and frictionless next step wins the business?

Boost positivity

Hello CLIENT,

Hope this finds you well! I am following up on the proposal we sent on DATE and the voicemail left on <8 days later> for the event scheduled for November 2021. I have not heard from you and currently have two other groups showing interests in your dates.

I can hold your dates until DATE at this time and if I do not hear from you by 3:00pm on the DATE I will have to release your dates to the other groups. We would love to welcome your group to the HOTEL because it is the ideal group we look for with our space.

Thank you for the opportunity and look forward to hearing from you!

Sincerely,

Oh no! You want to book my group because “it is the ideal group we look for with our space”?

Please go ahead and book the other groups because I would only want you to book my group if my group was going to feel valued, excited and that their well-being was most important to you.

Besides, I’m busy with three other meetings and more, and please do not chastise me for not getting back to you. Perhaps if you had made me feel important, we wouldn’t be in this contentious situation.

Crafting a strategic email that elevates positivity, customer-centricity and focused on their objectives will make a difference in your win ratio. Please read this revision.

Revised version:

Hi Client,

You can be sure of a fantastic event at HOTEL! Our entire team is ready to roll out the red carpet to ensure you and your guests are safe, comfortable and highly productive.

Your preferred dates are extremely popular and we have two groups waiting to book, if these dates are not going to work for you. The great news is I’m able to extend your hold through 3pm DATE. At that time, however, the space will be immediately released.

The agreement is re-attached for your approval. I’ll also phone again today because HOTEL is the perfect backdrop to energize and elevate your event.

Warmly,

Do you think you’ll hear back from the prospect? Are you likely to book the business? Yes and yes!

Take the time to be more than a transaction. Create emotional certainty and add ease — and start packing for the President’s Club event now!