mail
Compose

Cold Email Sales Play

Welcome to the cold email sales play! In this play, we'll explore proven strategies and tactics for reaching out to potential customers via email. You'll find valuable tips and techniques to help you craft compelling cold emails that get results.

Let's dive in and uncover the secrets to successful cold email sales!

Cold Email Workbook

Cold emailing, above all other lead gen tools like cold calling, direct mail, inbound marketing, etc., is the quickest and most effective way for salespeople to establish rapport, get to the point, and demonstrate value. In a competitive market, understanding the nuances of cold email outreach can be a game-changer for achieving business success and growth.

KNOW SAY SHOW DO

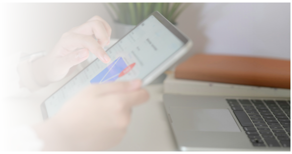
motus
WHAT TO
KNOW
COLD EMAIL SALES PLAY

Let's go into detail about understanding cold emails that you need to know before building the emails.

MENTAL SPAM FILTER

We must overcome the buyer's mental spam filter within their email folders.

- Most emails are **deleted within 3 seconds** *(Source: Litmus)*
- Average email **reading time = 9 seconds** *(Source: Litmus)*
- 96% of sales emails are **automated** *(Source: SalesLoft)*
- **Personalized emails** receive 1200% more replies *(up from 100% in 2022) (Source: Litmus)*



5-10 MIN RESEARCH

Before writing any emails, you must ask questions and research the company. You're looking at **key sources of information** to better understand what's happening in the prospect's industry and business, observing performance trends, potential problems, or challenges.

Where to Start Your Research

- Company website - specifically 'press releases' or 'in the news' sections if available
- SEC forms (specifically 10-k)
- Recent investor call transcripts or presentations
- Google news alerts (set for specific companies)
- Linkedin SalesNav AI

Don't forget ChatGPT to find articles related to the company!
Double-check your research before adding anything to the emails.

C-LEVEL EXECS QUESTIONS

1. What risks hurt our chances of achieving our company's goals?
2. How big are those risks?
3. Can I get away with ignoring them for now?

WHAT DO WE DO?

- What were the business problems they bought Motus to address?
- *Think in the language of business problems. Would this problem be on the agenda for an executive team discussion?*

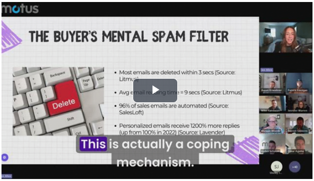
CRAFT A POV ON COI

- What's the relevant business problem we're addressing?
- How do they appear to be solving it today?
- *If unknown, how do other practices like them often solve it?*

4. If not, what are my options?

- *If not, keep asking "what's the negative consequence of this problem?" until you ladder up high enough.*
- What metrics do executives use to measure if those problems are getting better or worse?

- What beliefs & assumptions MIGHT be causing them to believe the status quo is "good enough"?
- What new information about those beliefs & assumptions MIGHT cause the buyer to reconsider their thinking?
- *What's their equivalent of the Uber bill for $200/month?*


THE BUYER'S MENTAL SPAM FILTER

- Most emails are deleted within 3 secs (Source: Litmus)
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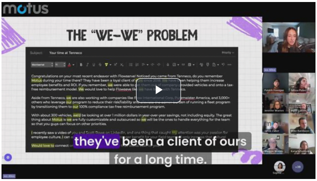
This is actually a coping mechanism.


THE "WE-WE" PROBLEM

Subject: Your time at Tenneco

Congratulations on your most recent endeavor with Flowserve! Noticed you came from Tenneco, do you remember Motus during your time there? They have been a loyal client of ours since 2018. We have been helping them increase employee benefits and ROI. If you remember, we were able to get them out of company-provided vehicles and onto a tax-free reimbursement model. We would love to help Flowseve like we have been with Tenneco.

Aside from Tenneco, we are also working with companies like Flow International Corp, Puremeister America, and 3,000+ others who leverage our program to reduce their risk/liability and alleviate the admin burden of running a fleet program by transitioning them to our 100% compliance tax-free reimbursement program.

With about 300 vehicles, we'd be looking at over 1 million dollars in year-over-year savings, not including equity. The great thing about Motus is we are fully customizable and outsourced so we will be the ones to handle everything for the team so that you guys can focus on other priorities.

I recently saw a video of you and Scott Rowe on LinkedIn, and one thing that caught my attention was your passion for employee culture. I can [illegible] ger benefit for your field team will only increase that culture!

Would love to connect [illegible] that works best for you?

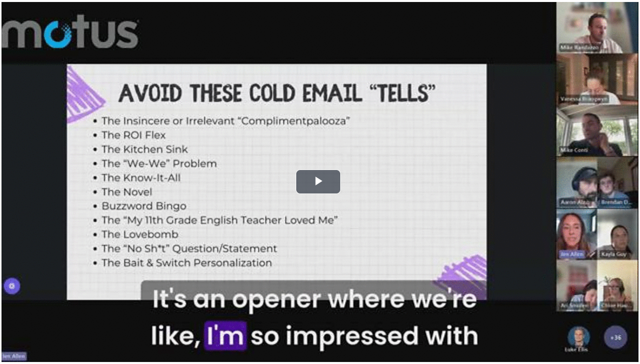
they've been a client of ours for a long time.

AVOID COLD EMAIL TELLS

- The Insincere or Irrelevant "Complimentpalooza"
- The ROI Flex
- The Kitchen Sink
- The "We-We" Problem

- The Novel
- Buzzword Bingo
- The "My 11th Grade English Teacher Loved Me"
- The Lovebomb

- The Know-It-All
- The "No Sh*t" Question/Statement
- The Bait & Switch Personalization


AVOID THESE COLD EMAIL "TELLS"

- The Insincere or Irrelevant "Complimentpalooza"
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- The Lovebomb
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- The Bait & Switch Personalization

It's an opener where we're like, I'm so impressed with

Nothing ALWAYS works.
Nothing NEVER works.

Jen Allen-Knuth
DemandJen

WHAT TO SAY

COLD EMAIL SALES PLAY

ow that you know about the company and did the research, how are you going to compose your email?

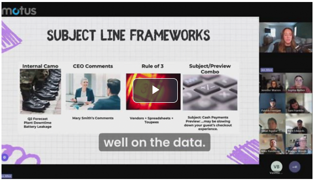
Based on your research, what might you assume about the company and it's potential fit for Motus? Might they have a problem you've seen other companies struggle with and ultimately decide to work with Motus in order to solve?

CHOOSE A SUBJECT LINE FRAMEWORK

***Name of Framework** - Example*

- **Internal Cameo** - Quarter Forecast, Plant Downtime, Battery Leakage, etc.
- **CEO Comments** - [CEO Name] Comments
- **Rule of Three** - Vendors + Spreadsheets + Toupees
- **Subject/Preview Combo** - Cash Payments - may be slowing down your guest's checkout experience

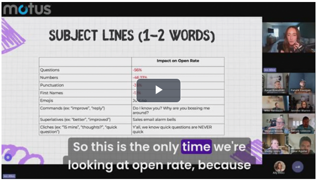
	Impact on Open Rate
Questions	-56%
Numbers	-46.33%
Punctuation	-36%
First Names	-12%
Emojis	Just no
Commands (ex: "improve", "reply")	Do I know you? Why are you bossing me around?
Superlatives (ex: "better", "improved")	Sales email alarm bells
Cliches (ex: "15 mins", "thoughts?", "quick question")	Y'all, we know quick questions are NEVER quick



SUBJECT LINE FRAMEWORKS

Internal Camo	CEO Comments	Rule of 3	Subject/Preview Combo
Q2 Forecast Plant Downtime Battery Leakage	Mary Smith's Comments	Vendors + Spreadsheets + Toupees	Subject: Cash Payments Preview: ...may be slowing down your guest's checkout experience.

well on the data.



SUBJECT LINES (1-2 WORDS)

	Impact on Open Rate
Questions	-56%
Numbers	-46.33%
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Commands (ex: "improve", "reply")	Do I know you? Why are you bossing me around?
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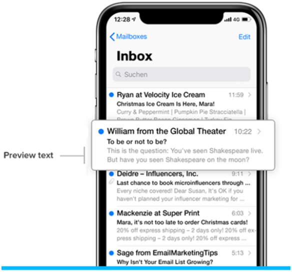
Cliches (ex: "15 mins", "thoughts?", "quick question")	Y'all, we know quick questions are NEVER quick

So this is the only time we're looking at open rate, because

PREVIEW = YOUR MOVIE TRAILER

Make it about THEM, not us.

- Noticed...
- Looks like...
- [NAME] spoke about...
- Caught the...
- Seems like...
- [NAME] shared...



Inbox

Ryan at Velocity Ice Cream 11:59
Christmas Ice Cream Is Here, Mara!
Curry & Peppermint | Pumpkin Pie Stracciatella |

William from the Global Theater 10:22
To be or not to be?
This is the question: You've seen Shakespeare live. But have you seen Shakespeare on the moon?

Deidre – Influencers, Inc. 9:11
Last chance to book microinfluencers through ...
Every niche covered! Dear Susan, It's OK if you haven't planned your influencer marketing for ...

Mackenzie at Super Print 6:03
Mara, it's not too late to order Christmas cards!
20% off express shipping – 2 days only! 20% off express shipping – 2 days only! 20% off express ...

Sage from EmailMarketingTips 5:13
Why Isn't Your Email List Growing?

> **Writing is the process by which you realize that you do not understand what you are talking about.**
>
> **Importantly, writing is also the process by which you figure it out.**
>
> Shane Parrish
> *Farnam Street blogger.*

WHAT TO SHOW

COLD EMAIL SALES PLAY

Now that you crafted the perfect subject line that focuses on THEM, let's discuss what you'll put into the body of the email.

WRITING THE EMAIL BODY

The body of the email should reflect ideas similar to those in the subject line but elaborate further on the receiver's curiosity. **Remember to focus on THEM and not on YOU.**

As you write your email, keep the following things in mind.

1. **Complexity** - leave out commas, big words, and long sentences *(write in 3rd-5th grade reading level)*
2. **Tonality** - don't be informative, know-it-all, or assumptive - use unsure tones to peak curiosity
3. **Relevant** Personalization - answer the question of why specifically you're reaching out to them and why now

MESSAGE LENGTH

You'll increase the open rate by 83% by keeping the message length **LESS than 50 words to be optimized for mobile phones.**

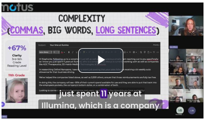
BE PROBLEM-PROMPTER

Use the following outline to keep it problem-prompter orientated within your email messages.

- Saw/read/noticed/heard THIS *(observation about their objective).*
- Thought [PROBLEM] might be occurring as a result *(use unsure tonality here).*
- Social proof of your insight *("ACME was up against X.")*
- Call to learn *("Open to hearing how they did Y?")*
- "Either way" or "PS" close *(if you have something truly personal)*

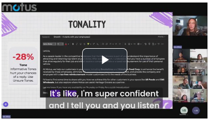
COMPLEXITY

Keep it simple, short, and within the 5th-7th grade level for reading!



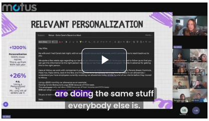
TONALITY

Remember, no assumptive, informative, or know-it-all tone. Keep it unsure!


motus
TONALITY
-28%
Tone
Informative Tones hurt your chances of a reply. Use Unsure Tones.
It's like, I'm super confident
and I tell you and you listen

RELEVANT PERSONALIZATION

Quote them in their publications, tie in their company goals, keep it relevant!



COLD EMAIL CHEAT SHEET

Subject Line: Does it trigger the mental spam filter?	
Preview Text: Does it lead with a specific observation? Is it about them, not us?	
Status Quo: Is this email problem-prompting or solution-pushing?	
Length & Mobile-Friendly: Word count + blank spaces	
Reading Grade Level: Big words & commas?	
Tonality: Unsure vs. informative/assumptive?	
If there's Personalization: Is it relevant to the body of the message? Or forced? Could a PS work?	
Call to action vs. call to learn?	
# of Questions?	
I/We/Our/ Count	

Cold Email Cheat Sheet

Internal

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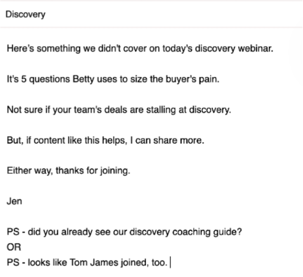
WHAT TO
DO
COLD EMAIL SALES PLAY

ou have the knowledge and equipped with building a personalized email, let's put it to practice.

EMAIL EXERCISE

ot all leads are created equal. Handraisers want to learn about solutions, learners want to learn about problems. Let's practice writing an email to Learners!



Discovery

Here's something we didn't cover on today's discovery webinar.

It's 5 questions Betty uses to size the buyer's pain.

Not sure if your team's deals are stalling at discovery.

But, if content like this helps, I can share more.

Either way, thanks for joining.

Jen

PS - did you already see our discovery coaching guide?
OR
PS - looks like Tom James joined, too.

TREAT LEARNERS DIFFERENTLY

- No mention of our solution
- "give" isn't a 40pg ebook
- Spark curiosity with a meatier give aimed at helping them continue to learn
- Don't taste prime real estate with "thank you for joining X"
- Use unsure tonality
- No ask for time & low pressure close
- Use a PS to trigger a reply

LEARNER EMAIL EXERCISE

Subject: 1-2 words relevant to the "learning" topic

Here's something we didn't cover at _____.

It's _______.

Not sure If you're ________.

But, If content like this helps, I can share more.

Either way, thanks for ______.

[NAME]

PS - _________________

WARM LEAD EMAIL

It has the same rules as learning lead, but it should be easier!

Saw/read/noticed/heard THIS *(observation about them).*

- **If ghosted or closed lost**: what's changed on THEIR side since you last spoke?
- **If contact turn**: check press release, company news, LI profile to see why they were brought on (and from where).
- **If referral**: CONTEXT! What caused this person to make the intro.

Thought PROBLEM might be occurring as a result *(use unsure tonality here).*

Social proof + insight *("ACME was up against X.")*

Call to learn *("Open to hearing how they did Y?")*

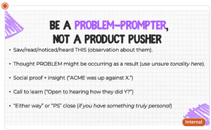
"Either way" or "PS" close

Reminders

- Avoid the "we-we" mistakes along with the rest of the email "tells"
- Remember that our enemy is the prospect's mental spam filter
- Be a problem-prompter, not a product pusher
- Prospects are seeking insight on THEIR business
- What questions are THEY wanting to learn about?

DemandJen Recordings

DemandJen Slides



BE A PROBLEM-PROMPTER, NOT A PRODUCT PUSHER

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Internal

Cold Email Template

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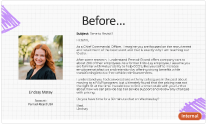

Before...

Lindsay Matey

Account:
Pernod-Ricard USA

Subject: Time to Revisit?

Hi John,

As a Chief Commercial Officer, I imagine you are focused on the recruitment and retainment of the best talent and that is exactly why I am reaching out to you.

After some research, I understand Pernod-Ricard offers company cars to about 200 of their employees. As a former Frito-Lay employee, I assume you are familiar with Motus' ability to help CCO's, like yourself to increase employee satisfaction and retention by offering strong benefits while transitioning into tax-free vehicle reimbursements.

I understand you had conversations with my colleagues in the past about moving to a FAVR program, but ultimately found that the pricing was not the right fit at the time. I would love to find a time to talk with you further about how we can provide top tier service support and review any changes with pricing.

Do you have time for a 30 minute chat on Wednesday?

Best,
Lindsay

Internal

Email Rewrite Example

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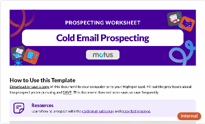

PROSPECTING WORKSHEET

Cold Email Prospecting

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How to Use this Template

Download or save a copy of this document to your computer or to your Highspot spot. Fill out the grey boxes about the prospect you're pursuing and SAVE. This document does not auto-save, so save frequently.

Resources

Learn how to prospect with the cold email sales play and recorded sessions.

Internal

Cold Email Prospecting Workbook - Fillable

PDF | Created about an hour ago | 4 pages