



How to Write a Better Sales Email That Gets Results

People are overwhelmed with sales emails. About 205.6 billion of them are sent out every day. Therefore, it is no surprise that 40% of polled adults said that they never open marketing emails. This is out of the 80% of adults in the US who receive unsolicited marketing emails every week. 4% of them are clicked on, 22% are opened, and the 78% majority just ignore them.

Still Effective

Despite this, email marketing works. It is a popular choice for marketers because emails are easy to create and send to an unlimited number of people.

The trick to effective email marketing is to include seven important elements:

1. Peer Pressure

Peer pressure doesn't only work for kids and teens; it works on email respondents as well. It has been established that emails that are sent to multiple people have higher open rates and that those that mention one or more stakeholders at a company have higher response rates. Seeing that others who were sent the same email have responded prompts a response.

2. Give a Good Reason

The small matter of using the word “because” was found to work magic. Harvard social psychologist Ellen Langer performed a study that established that people were more willing to agree to a request if it had the word because in it. Include it in your subject line, and you may see surprising results.



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3. Surprise Laughter

Even those who don't like surprises will be surprised enough to pay attention to the surprise.

Throw in the surprise of a joke or something humorous in your email, and you are more likely to elicit a response. Come up with a funny story related to the product or service you are trying to sell. The story will get readers reading all the way to the end and it will make them more receptive and more likely to respond.

4. Crunch Your Numbers

Getting the numbers right also works in your favor when it comes to email marketing.

Try the following:

- a. Putting numbers in the subject line especially those that relate to your product. 5 ways to save on grocery shopping or 7 fabulous new winter coats is more likely to catch attention.
- b. Include data and statistics to for credibility.
- c. Another number that matters when it comes to emails is three. People are used to three choices with four or more triggering skepticism or confusion. Try and break your email into three paragraphs.

5. Get to the Point

People typically receive a lot of sales emails every day. Get to the point, and keep your email short. Shorter emails have a quicker response time. Also, try and make your emails scannable with numbered or bulleted lists that a reader can skim and get the gist of it. Also, make your call to action prominent, ideally with links in your email and other contact details.

6. Get Personal

Referring to your recipients by name makes a big difference. If you are sending emails to people in a particular position, refer to them by their name and position in their company. Doing so will help them feel that you know them, you understand their challenges, and you are offering a solution.

7. Be Precise

Be clear about what your purpose for sending the email; do you want them to subscribe to a newsletter, sign up for a service, to raise awareness about a health, political or social matter, to turn up for an event or purchase a product? Make your “ask” or “call to action” absolutely clear.

