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# Want to Get a Reply to an Email? Here's How.

Posted March 17th, 2011 by [MarketingTeam](#) & filed under [Sales Tips](#).

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In-person sales calls and phone tag are taking a backseat nowadays to the instant correspondence of email. Here are five ways to increase your chances that it's read and responded to:

Entice with the headline. Maybe it's a question: Is it possible to measure your advertising effectiveness? Or an intriguing offer: Here's how to get twice your ad exposure for half the cost! Make the reader WANT to read on.

Keep it short. If they've gotten past the headline, you're halfway there. Don't lose them with wordiness. The average reader only skims emails, so if you want to get your point across, better make it snappy. Have some back-up. Include a brief testimonial from a client, or a sentence or two about how this same plan or offer has been successful for other advertisers. Let them know this offer has legs and isn't some fly-by-night idea to boost your sales numbers.

Offer a call to action. How else are you going to know if they read it if you don't ask them to do anything with it? And you need more than a "Call Joe Smith if you're interested." Give them an incentive: "Call me and let's discuss how you can save 25 percent on your next advertising plan." Or a deadline: "Don't miss this opportunity – offer expires March 31."

Be nice. Yes, be professional. No, don't get too personal. The best emails are not-too-salesy, not-too-buddy-buddy, and strike the right balance between friendly and businesslike.

It may sound like a lot to try to accomplish, but if you keep these points in mind each time you send a sales email, over time you'll find you're receiving more replies and closing more sales.

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