

# Emails and Voicemails

## GUARANTEED TO WORK

By Mike Brooks

I get a lot of requests for voicemail and email scripts that work. Apparently prospects still aren't returning calls, and folks seem reluctant to return emails as well. Here are two of the most effective voicemails and emails I've ever used. And I've got news for you—*they still work great!*

While ago, I spoke at the first Los Angeles chapter meeting of the American Association of Inside Sales Professionals (AA-ISP). It was amazing. I especially liked the fact that it gave me and all those in attendance the chance to share current techniques and skills that are working in today's business environment. By networking with other professionals who are struggling with—and overcoming—the same problems you are, you can come up with new and fresh ideas that not only work but also make you a better sales professional.

I spoke on the topic of how to leave voicemails that get returned, and after my talk we discussed what was working for people in this vein. This voicemail discussion led to the topic of what was working in the email realm as well. Some really valuable ideas emerged regarding what gets the most responses. Here they are:

### VOICEMAIL

The most effective voicemail message discussed is short and somewhat vague, but the person who shared it noted that it consistently yields her the largest number of callbacks. It goes like this:

"Hi, \_\_\_\_\_, I saw your profile on LinkedIn. I think it might make sense for us to talk—please give me a call back when you get this message. My name is \_\_\_\_\_, and my number is \_\_\_\_\_."

That's it! We all agreed that this message works so well because it piques people's curiosity: the listener wonders what it could be about and then calls back. You would, wouldn't you?

### EMAIL

The following email message has a great subject line and a solid, smile-inducing message. The person who shared this email noted that she uses it for prospects to whom she's already sent her information but who for some reason aren't responding to her calls. Here's what she does that almost always draws a response:

The subject line of her email is: "Should I Stay or Should I Go?" It's from the title of a song by The Clash (you may know it and already be singing the song in your head). Here's the body of the email:

"\_\_\_\_\_, I haven't heard back from you, and that tells me one of three things:

- 1) You've already chosen another company for this service/product—and if that's the case, please let me know so I can stop bothering you!
- 2) You're still interested but haven't had the time to get back to me yet.
- 3) You've fallen and can't get up—in that case, please let me know and I'll call 911 for you.

Please let me know which one it is, because I'm starting to worry... Thanks in advance, and I look forward to hearing back from you."

Are you smiling yet? It's no wonder that people respond to this email. Besides the amusement factor, I appreciate this message because it gives prospects a way out. It lets them know that it's OK if they aren't going to move forward with you—and as I've written before, it's better for you to know that earlier in the game than to keep chasing and begging unresponsive prospects. Also, in some cases, people really are still interested; using this approach will inspire them to let you know that, too.

Incorporate these messages into your next voicemail or email, and let me know how they work for you! **N**

*Mike Brooks is president of Mr. Inside Sales, an inside sales training and consulting firm. Mike has been voted one of the Most Influential Inside Sales Professionals four years in a row by The American Association of Inside Sales Professionals. For more information, visit his website: [www.MrInsideSales.com](http://www.MrInsideSales.com).*

