

COLD CALL VOICEMAIL AND EMAIL STRATEGIES THAT WORK



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Introduction

At the close of 2014, the business world was abuzz with speculation on the implications of a decision made by the world's largest softdrink maker. But if you wanted to call a contact at Coca-Cola Co. to discuss the news, you wouldn't be able to leave a message at the beep.

Coca-Cola ditched their voicemail system.

It was the dial tone-heard-round-the-world, and it spun the pundits into a frenzied debate on the merits and value of voicemail in today's marketing, with many arguing that voicemail is antiquated and unnecessary. In fact, [recent statistics](#) from Forbes claim that 80% of callers sent to voicemail do not leave messages because they don't think they'll be heard.

InsideSales.com research shows they're dead wrong.

61% of executives say they are likely to respond to voicemail at work, according

to a 2014 InsideSales.com [study](#) on optimizing business communications. And, according to a [DiscoverOrg](#) survey of more than 1,000 senior executives, 75% of decision-makers have taken an appointment or attended an event based on an unexpected sales call or email.

Voicemail is certainly still relevant, but as the art of leaving a voicemail evolves and integrates with email strategy, cold email techniques draw deserved attention as well.

In this ebook, you will learn why voicemails fail and how understanding the architecture and objectives of your voicemail messaging enables you to drive more prospecting success and advance your sales calls. You'll also find proven voicemail templates you can start using today.

You will discover how breakthrough technology can enhance your voicemail campaigns and increase your results

by eliminating repetitive tasks for your sales reps.

You'll also learn how to use email and voicemail together as a powerful one-two punch. Cold email templates are provided.

Let's dive in. It should be a lot of fun.

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About the Authors



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Michael Pedone shows SMB & Enterprise level inside sales teams how to eliminate call reluctance and improve their phone prospecting, qualifying, presenting and closing skills. He doesn't train inside sales teams. He makes them better by showing them a step-by-step "sales process" that can be used in any B2B sales cycle.

Michael has 20+ years experience working in straight commission sales and understands first-hand the challenges sales people face everyday when selling by phone. His system teaches how to be proactive, not reactive. Some of the top sales trainers in the world recommend Michael Pedone and his company, SalesBuzz.com.



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An expert in behavioral economic principles and sales acceleration, Gabe Larsen has contributed his talent to Gallup and Goldman Sachs, where he served for years as a consulting expert and derivatives analyst. Passionate about providing technically enhanced consulting for companies wanting to improve their people and processes, Gabe Larsen joined InsideSales.com in 2013 as the Director of the ISDC consulting division. With his unique blend of technical 'know-how' and his eloquent understanding of what drives human decision-making behavior, Gabe's publications and live webinars offer valuable insight into lead generation, social selling and sales model optimization.

Why Voicemails Fail and

How to Fix Them

Despite the industry naysayers, voicemail is alive and well, but your sales reps are blowing this opportunity in two ways.

1 – They are not leaving a message at all

Adam Boalt, founder of LiveAnswer, puts the voicemail abandonment rate at between 50% and 75%.

“Everyone is looking for instant gratification, and if you can’t provide that they’ll simply hang up. Companies are losing business opportunities because people are not leaving messages.”

2 – They are leaving messages that kill sales.

Problem No. 1 is easily solved, right? Simply instruct your reps to leave more voicemails.

But if you don’t strategically fix problem

No. 1, then your reps step right into problem No. 2, potentially even doing more damage to your bottom line than if they’d never left a message in the first place.

The Reasons Voicemails Fail

Unprepared Salesperson

Too many salespeople pick up the phone, are directed to voicemail, say whatever comes to mind, and then wonder why no one calls back. If unprepared to leave a message, reps leave ramblings that are easily deleted.

Unclear Objective

Your objectives change based on the type of voicemails you leave and at what point in the sales process you leave them. If reps cannot articulate the objective of the voicemail, they will not create a compelling reason for a prospect to call back. Reps without objectives leave vague voicemails that don’t merit response.

Unrehearsed Talking Points

Filler words (“like,” “um,” “just,” etc.) leave reps sounding unsure as they bumble through their talking points.

On the flipside, too many reps rehearse an unnatural script. This results in voicemails that sound more like recitations than conversations.

No Compelling Reason to Call Back Given

Often sales reps simply fail to create a compelling reason for a prospect to call back. No attention is given to the prospect’s pain points. Too many voicemails sound like this:

“Hey, Sharon. This is Paul. Just checking in to see if you had a chance to think about our proposal.”

It’s not a voicemail that intrigues or begs response.

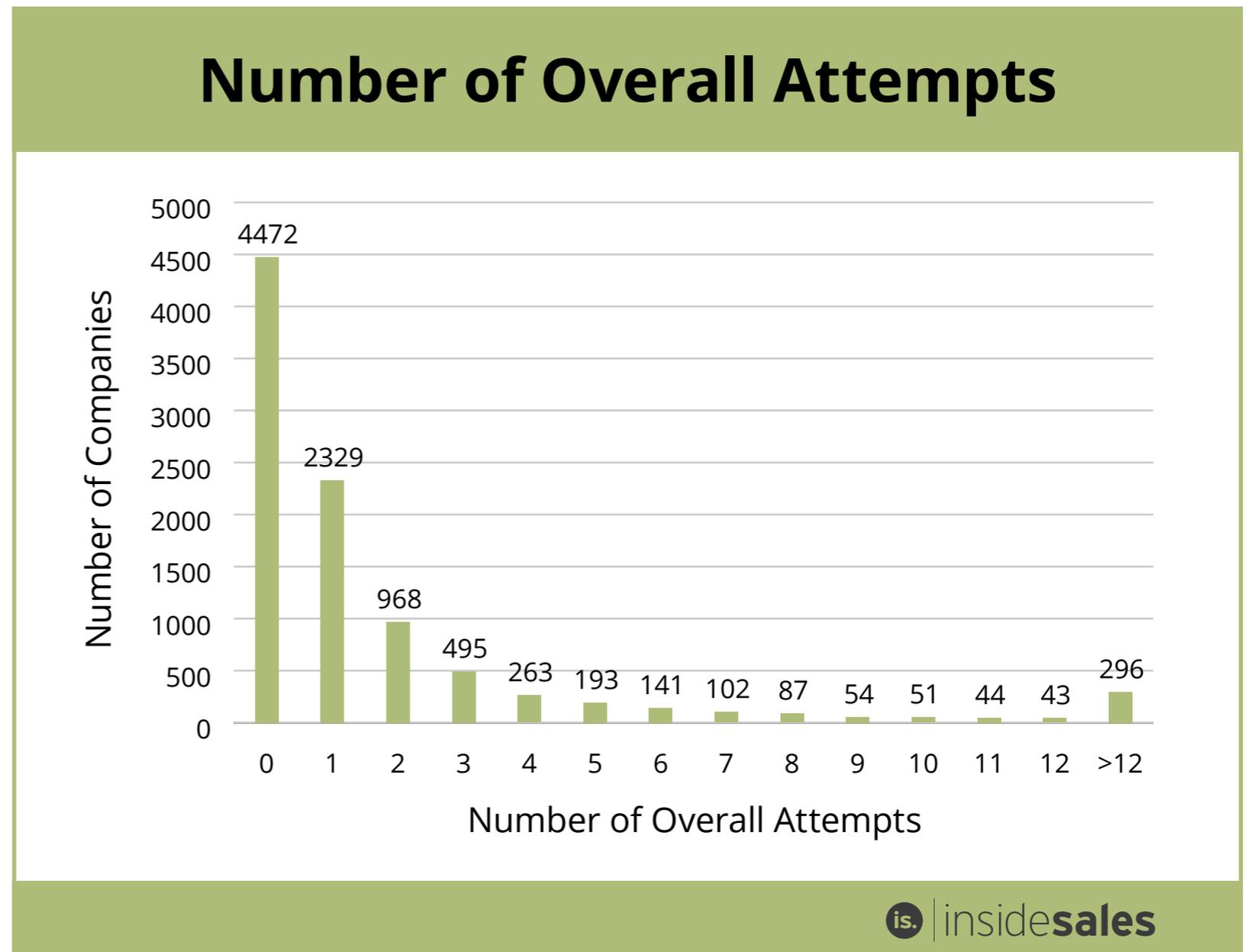
Why Voicemails Fail and How to Fix Them

Voicemail Basics

These voicemail fails need addressing at the most fundamental level — voicemail basics.

There are a few statistics to keep in mind that frame the importance of this understanding.

- 80% of calls go to voicemail, and 90% of first-time voicemails are never returned.
- The average voicemail response rate is 4.8%.
- The average sales rep will only make between 1.7 and 2.1 attempts to reach a prospect by phone before they give up.
- For sales organizations that rely on lead generation to create sales, 8-12 contact attempts over a 10-14 day period is the optimal strategy to maximize the value of every lead.
- A well-crafted voicemail can improve response rates by 3% to 22%.



Why Voicemails Fail and How to Fix Them

There are at Least Two Kinds of Voicemail

Cold Call – an unsolicited telephone call to a prospect who has not previously expressed an interest in the products or services being offered.

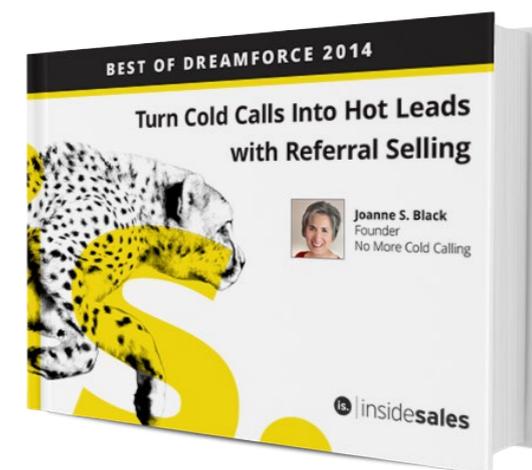
Warm Call – a call made to a prospect who has shown an interest in your product or organization. They may have filled out a web form, asked about pricing or responded to an email.

Each type of voicemail has its own objective. It is important for reps to understand the kind of message they leave depends of where their prospect is in the sales process.

Whether you think of sales in analogous terms of a battlefield, a sports field or space exploration, knowing your landscape is crucial.

Understanding the landscape of the type of call you are making, the type of voicemail you will be leaving, and which path to take as you advance a prospect down the sales funnel will improve the odds of getting a callback.

eBook



*Achieve 50–70%
Close Rates*

Why Voicemails Fail and How to Fix Them

If you ask the question – “What are the two types of voicemails?” – you’ll usually receive the standard answer: “Warm and cold.”

Wrong.

Regardless of whether you are calling a prospect for the first time in a cold call scenario, or you are following up on a warm lead for the first time, you still have a first-time phone contact, which very often results in a first-time voicemail. Any other voicemail left after that first message is a follow-up voicemail. These are the two types of voicemails reps should master. The prep work is different for each.

If you make a first call attempt and leave a message, your next call to the same prospect is still classified as a first-time voicemail. A call does not qualify for a follow-up voicemail until you have personally spoken to the prospect at least once.

First-time voicemail	Follow-up voicemail
<p>Objective(s):</p> <ul style="list-style-type: none"> • Get a callback AND advance the sales call • Make the prospect more likely to take your next call <p>Avoid clichéd sales lines:</p> <ul style="list-style-type: none"> • “Please call me back at your earliest convenience.” 	<p>Objective:</p> <ul style="list-style-type: none"> • Advance the sales call • Be persistent without being a pest <p>Avoid these blunders and practice lines that have a little more pizzazz:</p> <ul style="list-style-type: none"> • “I was calling to follow up on the proposal.” • “I am calling to see if you had any questions.” • “I just wanted to make sure you got my email.” • “The reason for my follow-up was to see if you had come to a decision.”

Why Voicemails Fail and

How to Fix Them

Make the Prospect More Likely to Take Your Call

If you leave a strategic and compelling voicemail about challenges that impact your prospects, they will be more interested in calling you back. One universal truth about decision-makers is that they are busy. In all likelihood, something — a meeting or an event — will preclude them from returning your call immediately, even though their interest may be piqued.

This pays off the next time you call. Perhaps you get the prospect's gatekeeper. The gatekeeper calls into the decision-maker, "I have so-and-so on the line for you." The decision-maker is more likely to associate your name with your message and say something like, "Yes, I want to talk to them. Put them on hold and I'll be right there."

Your first-time voicemail can prime your prospects for future conversations.

Advance the Sales Call

Many reps put too much emphasis on simply getting a prospect to return their call. These reps resort to techniques that can actually hurt their relationship with prospects and damage your brand's credibility.

For example, one popular voicemail tactic is to call a prospect and leave a message with your first name, phone number, say you have a question for them and then hang up.

Some advertising this strategy claim to have callback rates that push 95% -- but what they aren't admitting is that callbacks for this kind of voicemail also cost you substantially in terms of trust and credibility.

Think about the receiving end of this voicemail. If you are a C-level executive listening to this message, you are going to recognize three possibilities:

1. This message is from a client who needs help.
2. This message is from a prospect who may be ready to move forward.
3. This message is a sales call.

If you decide to return the call, hoping it's a client or a prospect, and you discover it is a sales call, you are going to be annoyed.

No sales rep who is genuinely interested in advancing their abilities and accelerating their career should want their first personal interaction with a prospect to be framed by annoyance.

If you are netting a 95 percent callback rate, but frustrating your prospects 100 percent of the time with your tactics, you are better off not calling in the first place.

This is why leaving a voicemail that not only gets a callback, but also advances the sales call is imperative.

Cold Call Templates

The following cold call templates can help you do this with precision.

The Cold Call Template

Hi {Prospect's Name} this is {Your Name} with {Your Company}.

I'm calling because I have an idea on how to possibly help you avoid {specifics of common pain} and wanted to see if it would make sense for us to have a quick conversation to find out more.

I can be reached at {Your Number}.

Again, my name is {Your Name}, with {Your Company} at {Your Number}.

Thanks {Prospect's Name}.

See it in action...

Hi Joan, this is Michael Pedone with SalesBuzz.com.

The reason for my call is that I have an idea on how to possibly help you **avoid** being rejected by gatekeepers in your sales calls.

I wanted to see if it would make sense for us to have a quick conversation to find out a little bit more about what we have to offer.

I can be reached at **888-123-4567**.

Again, this is Michael Pedone with SalesBuzz.com and my number is 888-123-4567. Thanks Joan.

Tips:

The word **"avoid"** intrigues your prospect and immediately allows you to mention a common pain point they can relate to.

Other intriguing words include:

Cut, reduce, eliminate, prevent, solve, improve, enable, allow

Write down your phone number as you say it. This ensures you are speaking slowly enough for your prospect to write it down.

Cold Call Templates

The Referral Template

Hi {Prospect's Name}, this is {Your Name} with {Your Company}.

I was speaking with {Referral Name} over at {Referral's Company Name} regarding how we helped him/her reduce {common pain/concern} and he/she mentioned that I should give you a call to get your opinion on this strategy.

I can be reached at {Your Number}.

Again, my name is {Your Name}, with {Your Company} at {Your Number}.

Thanks {Prospect's Name}.

See it in action...

Hi Warren, this is Michael Pedone with AccountingXYZ.

I was speaking with Jim Green over at TWorks3 regarding how we helped him reduce costs associated with Sarbox compliance, and he mentioned **I should give you a call to get your opinion.**

I can be reached at 888-123-4567.

Again, this is Michael Pedone with AccountingXYZ and my number is 888-123-4567.

Thanks Warren.

Tips:

Get your opinion

Industry research will enable you to pinpoint specific pain points that will compel your prospects to call you back

The best industry research will take into account firmographic, demographic, geographic, psychographic and histographic considerations about your prospects.

Always thank

Be sure you always thank your prospect for their time. Courtesy is contagious, and your prospect appreciates your politeness.

Cold Call Templates

The Competition Template

Hi {Prospect's Name}, this is {Your Name} with {Your Company}.

We recently helped {Competitor 1}, {Competitor 2} and {Competitor 3} avoid {common pain} while at the same time {desired benefit} and wanted to see if this might be something you would possibly be interested in knowing a little more about as well.

I can be reached at {Your Number}.

Again, my name is {Your Name}, with {Your Company} at {Your Number}.

See it in action...

Hi Susan, this is Michael Pedone with CloudTrackingXYZ.

We **recently helped MedNow, DocOnCall and FixYouUp** eliminate the stress of slammed office schedules by mobilely optimizing their paperwork process, and wanted to see if this might be something you would possibly be interested in knowing a little more about as well.

I can be reached at 888-123-4567.

Again, this is Michael Pedone with CloudTrackingXYZ and my number is 888-123-4567.

Thanks Susan.

Tips:

Recently helped

This is a powerful incentive for your prospect to call you back. C-level executives always want to know what their competitors are doing.

Be authentic. Only reference companies that you have truly worked with and helped.

Contact information

Repeating your name, company information and number at the end of the call is crucial. No one likes to re-listen to a voicemail to find contact info.

Cold Call Templates



Email Takes Cold-Call Voicemails to the Next Level

The InsideSales.com 2013 Optimizing Business Communication [study](#) found that the top three communication mechanisms most likely to elicit a response at work are email, office phone and cell phone — in that order.

Sales reps are missing an important opportunity to connect with prospects if they do not use these methods together. Email is one of the key ways to make sure that your voice-mail messages are heard.

In nearly all the CRMs sales organizations are using these days, the option is available to create your own email templates. You should have a minimum of three email templates to match the above voicemail templates — one for cold calls, one for referrals, and one for the competition voicemail template.

Even though you have three templates, they should all have the same subject line: **Voicemail**

Email subject line stats

Using simple, direct words like “Update” or “Intro” have a nearly 90% chance of being opened.

The most opened emails have subject lines with two words or less. On average, these types of emails have an open rate of 80%.

Subject lines with 5 or more words are the least opened — with a success rate of less than 15%.

Stats courtesy of [Vorsight](#) research.

Cold Call Templates

Decision-makers are more likely to open an email with the subject line “voicemail” because they want to be sure they didn’t miss anything.

The most effective “voicemail” email templates will follow the lead of the voicemails.

For example, if you are referencing the competition voicemail template, your email should read:

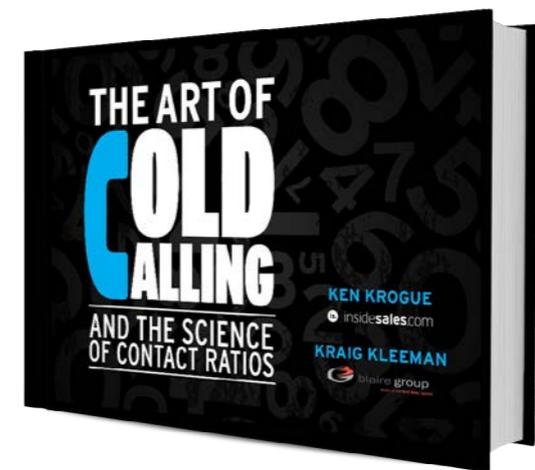
Email template example

Hi {Prospect’s Name},

I just left you a message regarding how we recently helped competitor 1, 2, and 3 eliminate {common pain} and gain {desired benefit}. I wanted to see if it makes sense for us to have a quick conversation. I can be reached at {your number}.

Thanks,
{Your Name}

eBook



Optimize cold calling efforts

Cold Call Templates

Practice, Practice, Practice

Even the best voicemail templates will be ineffective if their delivery fails. Reps who do not practice delivering these messages before actually leaving them in a prospect's voicemail inbox will sound stilted and scripted.

Remember that every actor who ever won an Oscar also had a script. You need a script and a playbook in order to succeed, but you have to rehearse that script until it feels and sounds natural.

In practicing your delivery of these voicemail templates, you can inject your own personality and creativity to make these approaches genuinely yours.

The Brevet Group found that although 92% of all customer interactions happen over the phone, only 13% of customers believe that a salesperson can understand their

needs. The more natural and authentic you sound in your recordings, the more likely your prospects are to trust you.

There are a lot of tools available to help you use all of these communication mechanisms to your advantage and advance your sales cold calls. Maximize your voicemail and email efforts by using technology to automate these communications and evaluate metrics that measure your effectiveness.

Tip

Leave voicemails for yourself and then listen to them. Hearing your recordings will give you a better understanding of how the tone of your voice can be adjusted to reflect the urgency and intent of your message.

Sales Acceleration Platform

Dialing, emailing and motivating powered by predictive analytics and machine learning



3 Tech Tactics to Optimize Your

Cold Call Voicemail and Email Strategies

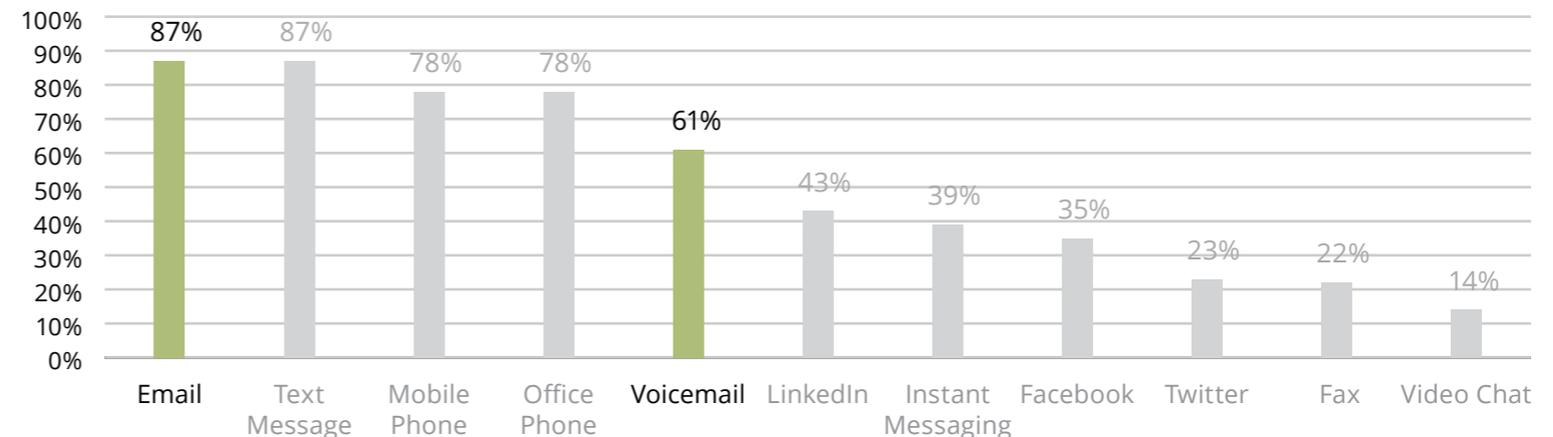
Data tells us that voicemail is indeed alive and well. In fact, we recently conducted an [Optimizing Business Communication study](#) that set out, in part, to understand the preferred communication channels of business professionals. Most interested in the response from busy decision-makers in the executive suite, we found that 61% of senior executives said they are likely to respond to a voicemail. 87% said that they are likely to respond to an email.

Now, of course, “likely to respond” and actually responding are two different things, but it is important to note that from a self-reporting, psychological perspective busy decision-makers believe that they would respond to voicemail messaging.

We’ve already examined the powerful potential that lies in the combined efforts of cold call voicemail messages and cold emails, and this strategy is supported by InsideSales.com data on the impact of age on preferred communication methods.

61% of Executive Say They Are Likely to Respond to Voicemail and 87% to Email

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More seasoned executives (ages 35-55) self-report to prefer voicemail at higher rates than decision-makers aged 24-35, who only preferred voicemail in favor of Facebook and instant messaging. The 24-35 subset self-reports their preferred methods of communication to be mobile, email and text.

Voicemail is not dying, but it is changing and adapting to methods that incorporate

visual communications — like visual voicemail programs where the content of a voicemail is transcribed into a text message that appears on your mobile device or is sent to your email.

Watching these business communication trends provides insights into how to maximize voicemail and email technology to get that “very likely” response from the busy decision-makers you hope to reach.

3 Tech Tactics to Optimize Your

Cold Call Voicemail and Email Strategies

Tactic #1: Automate Your Voicemail Messages

Every study we've ever done shows that voicemail works — and works even better when planned, strategized, and made an integral part of prospecting. Even with little to no optimization, leaving voicemail gets a 3.5% to 5% response rate. That means that for every 21 voicemails left, a rep gets 1 callback. With the right message, approach and targets, the rate can go as high as 10% to 12%.

Despite the data-driven evidence that leaving good voicemails pays off, voicemail remains an underutilized prospecting tool for one simple reason: time.

It takes anywhere from 30 to 120 seconds to leave a single voice message. If a rep makes 60 calls a day, and 70% go to voicemail, they're spending 45 to 60

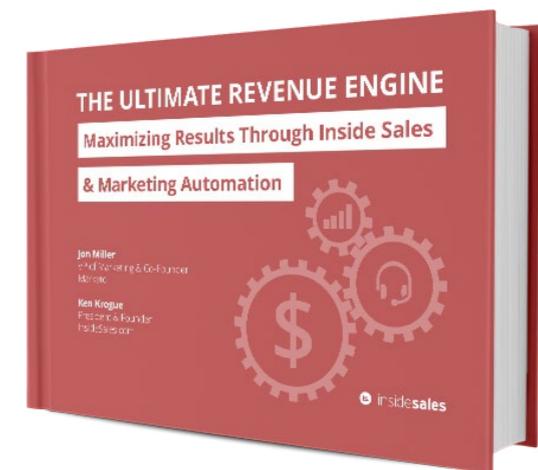
minutes *a day* — approximately 1/8 of their entire workday — talking into somebody's answering machine. Increase the number of calls to 85 or 100 per day, and the time sink only increases.

As a result, many sales reps conclude that the time investment simply isn't worth the potential results.

Automating the voicemail process, however, makes the time sink disappear.

Some readers might have a knee-jerk reaction to the idea of automating voicemail. When poorly executed, automated messages can feel impersonal and scripted — making both sales reps and their buyers shy away. However, using the techniques discussed in this ebook moves your messaging beyond obnoxious and impersonal, and instead communicates real solutions that can help your prospects.

eBook



*Align sales & marketing
to boost revenue*

3 Tech Tactics to Optimize Your Cold Call Voicemail and Email Strategies

For example, a business services company InsideSales.com consulted with was able to nail this technique, netting high callback rates. As an organization that specialized in auditing compliance, they simply did some research on their prospect list beforehand, reviewing each prospect's compliance statement online. They called these prospects, leaving this automated voicemail message.

Two things made their campaign successful. First, they used a solid cold calling technique, and secondly they were able to leave a lot of automated messages in a short amount of time, maximizing their

dials while sending the same clear, focused message personalized to each client.

Using a dialer system, reps can record highly focused voicemails and then leave them with the simple click of a button. The pre-recorded voice message feature we created at InsideSales.com saves reps even more time, allowing them to move onto their next call immediately after clicking to leave a voicemail. As PowerDialer™ pulls the next best record, the voicemail for the previous call is left quietly in the background. Eliminating the voicemail time sink gives reps freedom to do what they do best—forge connections and make sales.

Example

Hi {Prospect's Name},

My name is Gabe Larsen with CompanyXYZ.

I was reviewing your compliance statement online and would like to discuss it with you.

I can be reached at 888-123-4567.

Again, this is Gabe Larsen with CompanyXYZ and my number is 888-123-4567.

Thanks.



doubledutch

"We grew revenues 3x by driving call volumes and improving dial-to-connect rates by 37 percent."

– Russ Hearl, VP Worldwide Sales Development

3 Tech Tactics to Optimize Your Cold Call Voicemail and Email Strategies



52
Dials a Day



8
Contacts



44
Voicemail
Opportunities



Hours Saved
In a Month

29.333

Depending on the role and the expectation of their organization, sales reps might make anywhere from 25 to 80 dials a day. Research from the Bridge Group puts the average at 52 calls per day. Using that number as a baseline, we can see how a good automated voice message system fuels productivity.

Of the 52 calls an inside sales rep makes, 8 will result in an actual connection. Outside of the connections, there will be 44 opportunities to leave a voicemail. Assuming the voicemails last at least 120 seconds, automated messaging saves a rep 7.33 hours of productivity over the course of a week. Over the course of a month, PowerDialer™ saves a rep 29.333 hours.

Additional benefits of a voice message manager...

Clarity: Using automated messaging ensures that your message sounds as crisp, clear and enthusiastic at 5:30 p.m. as it does at 8 a.m.

Conciseness: Automated voice messaging ensures you don't ramble. Data shows voicemails that fall between 18-30 seconds receive the most callbacks. Anything over 30 seconds and the callback rate drops.

Creativity: A voice message manager tool allows you to merge recordings. For example, you might leave a voice message that incorporates a 15-second customer testimonial directly into your script.

3 Tech Tactics to Optimize Your

Cold Call Voicemail and Email Strategies



Who is Interested?

+



When to Contact?

+



What Content?

Tactic #2 Optimize Your Email & Track Response

The first half of this ebook clarifies how email and voicemail can work in concert to make your prospects more likely to respond to your cold call/email message. Of course, one of the holy grails of sales is identifying genuine engagement and buying signals. Pinpointing who is engaged and knowing when to contact them and what content to share with them are valuable insights that all sales teams need.

Email tracking software can show you which prospects are the most engaged, the best times to reach out to them, and

what content to offer them. [Vision](#), a patented, enterprise-grade technology by InsideSales.com provides these powerful insights.

Vision tracks every sales email and provides detailed reports on email opens, file downloads, message forwards and website visits. When prospects interact with email, Vision sends actionable, real-time alerts.

So, if you left a cold call voicemail for your prospect, followed it up with an email, and your prospect opened the email an hour

Tip

Don't dismiss the combined power of email and voicemail.

Data gathered from companies using Vision reveals that prospects are **more likely** to click through on links in email messages when the email message was referenced in a voicemail.

or two after your original call, you would receive a Vision alert and could pull that prospect to the top of your dialer.

This technology enables you to reach out to them at just the right moment when they are sitting in front of their computer, thinking about you and have time to talk.

3 Tech Tactics to Optimize Your

Cold Call Voicemail and Email Strategies

Here are a few email templates you can use with email tracking software:

Cold Email Template

Cold emails that provide prospects with an enticing offer net higher open rates than those that feel generic and impersonal. A simple call-to-action resonates with readers. Once you receive a Vision alert that your email was received and opened, you can confidently call your prospect, knowing your offer is top-of-mind.

Cold email template example

Subject Line: 10 minutes to get a 27% increase in revenue

Hi {Prospect's First Name},

I have an idea that can be explained in 10 minutes that can get {Prospect's Company Name} its next customers.

I recently used this idea to help a client {SaaS Company/Competitor} see an immediate 27% lift in business.

{Prospect's First Name}, let's schedule a quick 10-minute call so I can share this strategy with you.

I can be reached at {Your Number}.

When is best for you?

Thanks,
{Your Name}

3 Tech Tactics to Optimize Your

Cold Call Voicemail and Email Strategies

Offer Email Template

Emails that provide your prospects with additional resources can help advance your buyer's journey. 50% to 70% of the buying process is often completed before a prospect engages with a salesperson. Vision provides actionable insights when your offer links are clicked or your attachments are downloaded. These alerts provide insight into your buyer's journey of self-education, helping you know the right time to reach out with additional information and resources.

Absolute Automation

Email Logger & Contact Creator for Salesforce®



Offer email template example

Subject Line: LinkedIn Job Posting
Hi {Prospect's Name},

I saw on LinkedIn that {Prospect's Company Name} is looking to expand its inside sales team. We are the world leaders in [sales acceleration technology](#). I'm reaching out to see if you're the most appropriate person to have a conversation about our platform and how you can increase your revenue by 30% in 90 days.

I am available next week at {two times you are available}, and can be reached at {Your Number}. What does your calendar look like?

Thanks,
{Your Name}

P.S. I've attached a free ebook about building a world-class sales team that you might find interesting.

3 Tech Tactics to Optimize Your

Cold Call Voicemail and Email Strategies

Follow-up Email Template

Sometimes when connecting on a cold call, a prospect might ask you to follow up with them again at a later date. If they postpone connecting for months at a time, it can be a good indicator that they need more nurturing via email before they are ready to engage in a conversation. Vision alerts can help you see how your prospect interacts with your email drip campaign. When you notice that he or she is opening your emails, clicking your links, and downloading your attachments, it can be a good indicator that a specific, targeted follow-up is due, even if the time frame established in your original call has not lapsed.

Follow-up email template example

Hi {Prospect's Name},

Last time we talked, you requested I get in touch in {time frame}. I may be a bit early, but I figured it'd be worth checking in.

Have you given any additional thought to our conversation about {common pain point}? I'd be happy to discuss some solutions with you and answer any questions.

What does your calendar look like?

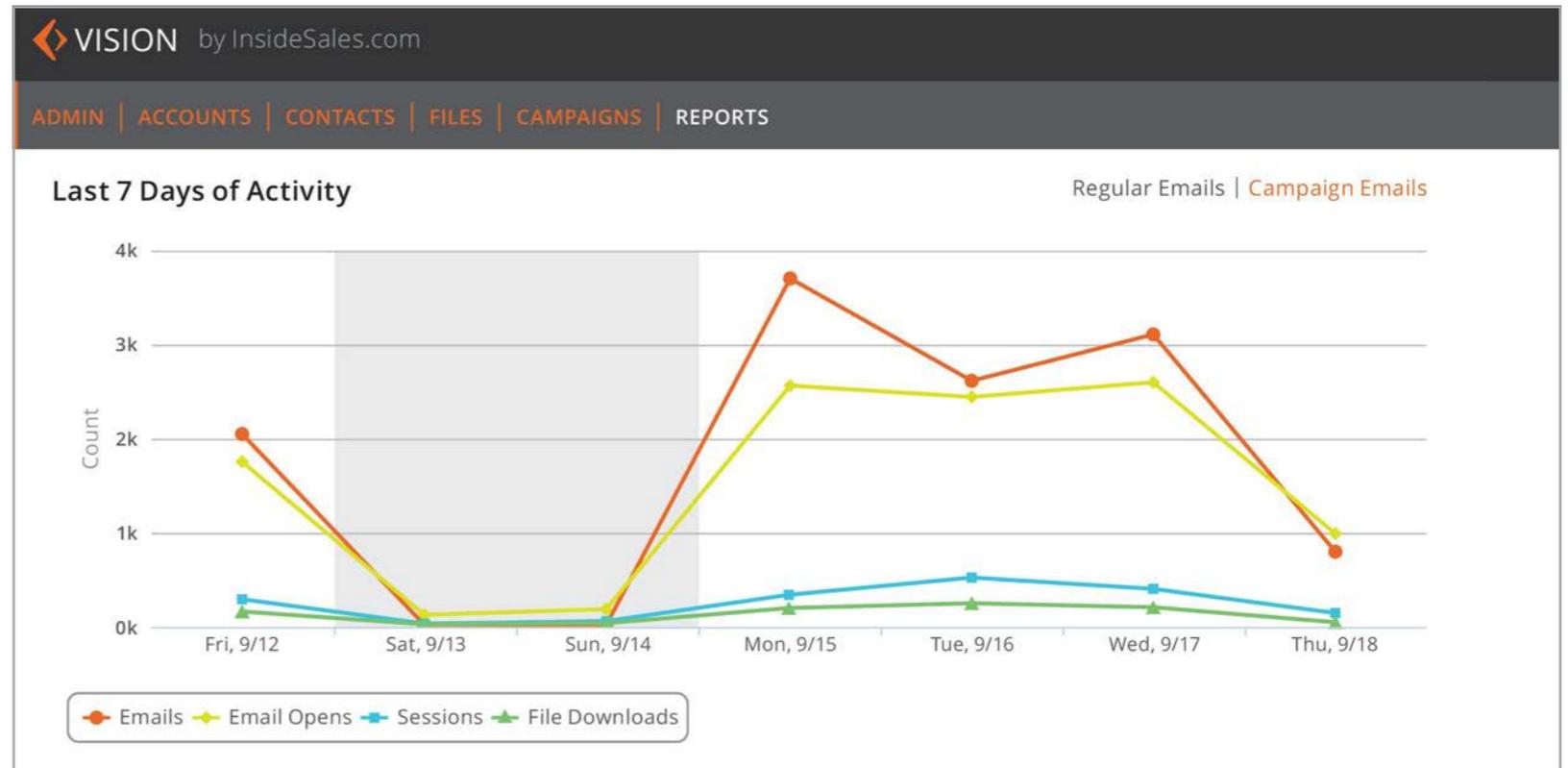
Thanks,
{Your Name}

3 Tech Tactics to Optimize Your Cold Call Voicemail and Email Strategies

Tactic #3: Evaluate Your Effectiveness with Metrics

If the performance of even the best voice and email messaging strategies and tools isn't measured and evaluated, it is difficult to determine their effectiveness.

Sales acceleration technologies, like PowerDialer and Vision, enable reps and managers to pull reports that provide valuable sales insights. The reports also reveal useful data that can help target reps' efforts and drive sales.



“Without Vision our inside sales team would feel like they’re flying blind. They use it for everything to help close their deals at the end of the quarter.”

– April Larsen, Sr. Director, Sales Systems & Processes

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Cold Call Voicemail and Email Strategies

Here are some data-driven best practices you can use to guide your voicemail and email strategies:

Voicemail strategies

- To maximize call-to-contact ratios you should call between 7 a.m. and 9 a.m., as well as 4 p.m. to 6 p.m., on Wednesday and Thursday.
- Clearly label and organize the prerecorded messages in your platform's message library to ensure you can find the right message at the right time.

Keep in mind:

- 92% of all customer interactions happen over the phone, according to The Brevet Group.
- 80% of sales require 5 follow-up calls after a first meeting. 44% of sales reps give up after one follow-up.

Email strategies

- Emails sent early morning and/or late night = maximize open rates.
- Some data suggests many execs are viewing email on the weekends.
- "Re:" in an email subject line generates a good open response; "Dear" does not.
- Adding additional recipients in the carbon copy helps boost open rates.
- Industry research suggests 1/3 of emails are being read on mobile devices — subject lines seen on such devices only utilize 35 characters.

Keep in mind:

- Some email tracking technologies, like Vision, do not require any CRM to work. They can work as standalone solutions.
- Regular audits of email performance increase forecast accuracy.

Summary & Credits

Armed with the proven cold call voicemail and email strategies discussed in this ebook, you are ready to begin implementing what you have learned.

Voicemail is a valuable but underutilized sales tool. Implementing a successful cold call voicemail strategy and automating it maximizes productivity and advances the sales process.

Highly focused, professional voicemails are delivered by reps who have prepared and practiced their talking points. These voicemails become even more effective when enhanced with targeted emails.

Email messages that are referenced in voicemail messages, and vice versa, yield higher response rates. Email tracking technology accelerates the sales cycle with actionable sales insights.

For a more in-depth discussion of the best practices shared in this ebook, watch the webinar featuring Michael Pedone of SalesBuzz.com and Gabe Larsen of InsideSales.com, available [here](#).

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