

Action Plan/ Module 9 - Tailoring your written sales to get a yes!



Now comes the hard bit! How are you going to put into practice what you have learnt today? This sheet is to help remind you what we covered and identify what actions you need to put into place.

The Science of Persuasion

Which of these do you already use?

How can you implement them all?

- Reciprocity - can you gift them?
- Scarcity - is there a time limit on something you offer?
- Authority - Can you get someone else to recommend you
- Consistency - how can you get small yes's on the road to a larger yes?
- Liking - How will you build trust? Is there commonality?
- Concensus - What will others say about you?

Your Introduction

What you say on the phone can be used in an email

Are you sounding credible, have authority, what do you know? Why should they like you?

Affective inmails

Remember inmails are a conversation starter

Be brief and succinct

Ask a question at the end to illicit a response

Do you need to tweak your inmails? How do you need to change them?

Track what works and repeat

Follow up

Remember Nike - Just do it!

Diarise/ use your CRM

Create your Touch Plan - at least 12 touches

and finally - Remember - Silence is not an answer! Keep going....