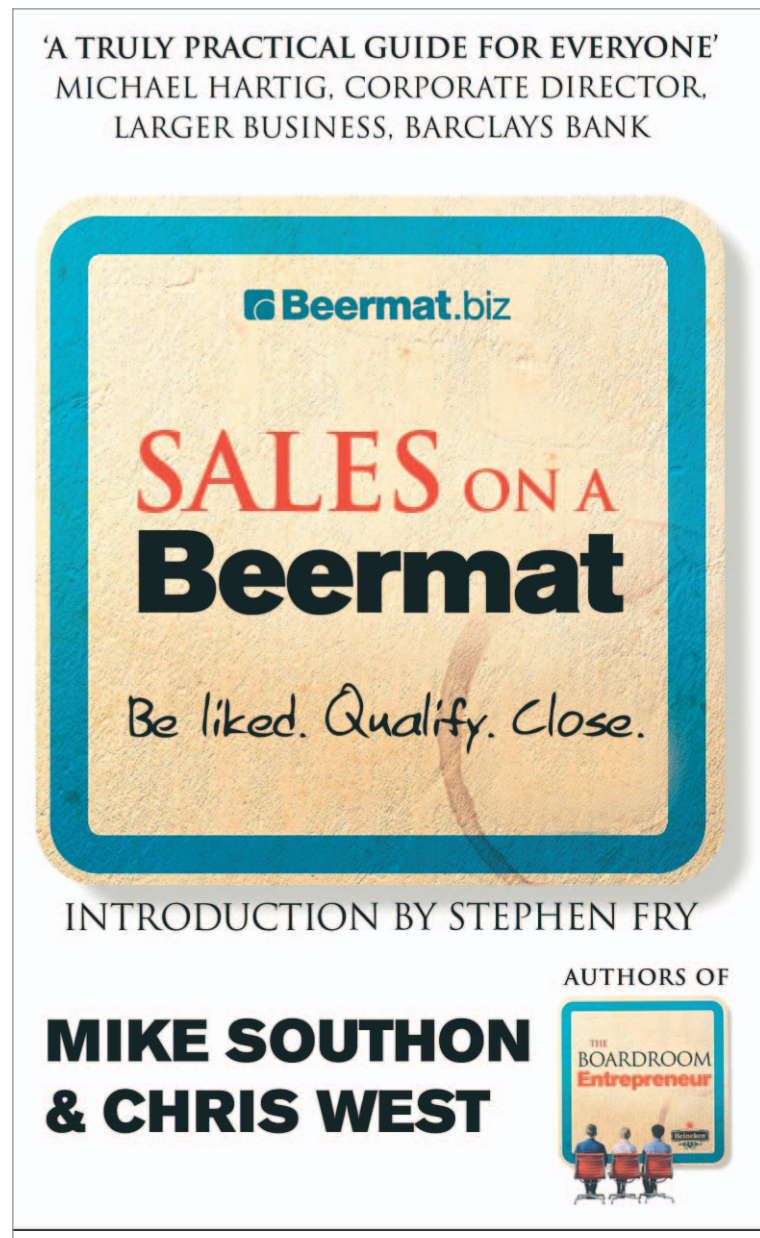


An extract from



From the best-selling authors of The Beermat Entrepreneur

*"This is a sales book for everyone,
written with clarity and wit"*
Stephen Fry

Mike Southon's Magic e-mail

From *Sales on a Beermat*, published by Random House, August 2005

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Emails are not intrusive, as the phone is, and have a good chance of getting read, unless they are spam or personal but verbose. Spam, of course, is now illegal, but even before the legislation; it was no way for a serious business to announce itself to the world. You will write a 'Beermat' introductory email: compelling, brief and personal (every email will be slightly different, written individually and sent to a specific person).

Note that these emails are not spam, because they are addressed to an individual. Do not send out emails to multiple addresses. If, despite this, you are still worried about being accused of spamming, phone the company and ask the person's PA for permission to email them.

Email on a Beermat

Never spam
Individual recipient
No multiple addresses

Brief

Closed questions
Inviting answer 'yes' or 'no'

No attachments

 **Beermat**
www.beermat.biz

The Beermat intro email

There are five key aspects to this – which translate into four *brief* paragraphs plus the all-important subject heading.

1 ‘I notice...’ Use your information here. ‘I noticed that you have recently overtaken MidiCorp as the largest suppliers of grommets in the UK...’ Or, the personal information. ‘Congratulations on your appointment as COO of MicroCorp...’

Note that if someone has ‘just been appointed...’ they may well be interested in replacing incumbent suppliers. Whenever, in your regular trawl of the web/specialist press, you find a new appointment with purchasing responsibility, drop them a Beermat intro email, just to let them know who you are and how good you are.

2 Your elevator pitch. The basic benefit you deliver. Remember the entrepreneur’s Magic Question: ‘Where’s the pain?’ Why does this company need your product/service now? “We believe we can cut your costs by 25 per cent.”

3 The proof. By far the best proof is a personal endorsement by somebody highly respected in the industry. Such people exist in every industry – if you’re already in it, you’ll know who they are; if you’re trying to break in, look at the trade press, and talk to your mentor. If you are new-ish to the industry but have a few customers, one of them will tell you who to contact. Or, better still, they will make the endorsement themselves. If they will do this themselves, they are on the way to becoming a customer mentor. More on this most hugely useful concept below.

4 Finally, of course, you ask for a meeting. Always offer to visit the customer – it takes less of their time, but also gives you an invaluable chance to take a peek at their organization. Is it buzzing or half-asleep? Suggest a general time, ‘week commencing 3rd June’ for example.

5 The subject heading. A well-written email will get you a long way, but it is no use if nobody opens it. For all I know the one I received yesterday from fnejj590djr09ejf9 offering me cheap Viagra (Chris, who lives in East Anglia, gets deluged with emails offering to sell him septic tanks) may have been a literary masterpiece. But I didn’t open it.

Your email must have an arresting subject heading. If you have a personal endorsement from a respected industry player, that’s the ideal one. You head the mail: ‘Recommendation from Joanna Smith’.

The recipient will spot the name and open the mail. (Of course, you must check with your endorser that they are happy to be used in this way. It is a step beyond a simple endorsement, and they may not agree.)

Model Beermat intro email

Subject: Referral from Joanna Smith

CC: Joanna Smith

Dear Mr Jones,

I noticed from your website that HyperCorp just won the Ministry of Ag and Fish National Widget contract. Congratulations!

Joanna suggested I get in touch, as we do all the widget design for MegaCorp.

*Joanna would be pleased to provide a reference:
joanna.smith@megacorp.com*

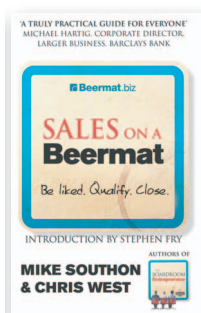
*I'd like to arrange a short meeting. I will be in Neasden on Tuesday 14th in the morning.
Can you spare me 15 minutes?*

Regards,

Mike Southon,

Acme Widget Design


www.beermat.biz



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