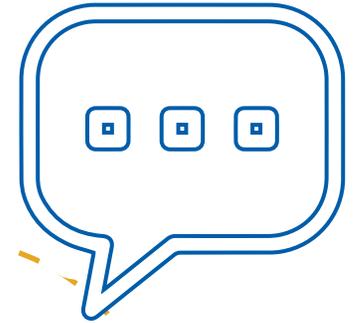


Your Guide To Creating **SOCIAL SELLING EMAILS** That Land You An Appointment.



Social media is so prevalent now, in regular life and business. Most of us can think of a time when we've received a link or friend request from someone we've never heard of, wanting to connect. No surprise, most of us treat such requests like spam email and delete them as fast as they come in.

If this is your approach, unfortunately, you're likely getting lumped in with everyone trying to hock a fly-by-night gizmo or a funny-sounding off-shore bank account deal in a third-world country.

Instead, businesses need to approach social media messaging and email requests for connections from the perspective of finding common ground. Requests need to show a genuine interest, and that time has been taken to learn about a contact before reaching out. These connection requests often get a far better reception from a prime recipient than those made out of the blue using canned language.

To make a connection request work, the request message needs to be:

1. Personal;
2. Relevant;
3. Beneficial to the recipient in terms of networking; and
4. Pleasant versus creepy or threatening.

Remember, anyone who is a decision-maker or potential client in a company is bombarded daily with solicitations, spam and cold-calls. They're immediately turned off by anyone overtly selling; think in terms of engaging in networking for mutual benefit. Make your connection as valuable to the recipient as it is to you. That means taking time to learn about your target recipient—their views on business topics, groups they participate in, and discussions they engage in. That, in turn, gives you the doorway for a greater chance of successfully connecting, and more importantly—gives you the opportunity to identify needs for which your service or product can be a viable solution.

The following are five sample emails that follow this approach and how they work:



Email #1: No Connection Via InMail - Request a Connect

Most social networks have a standard “canned” email message that’s delivered when you request a connection. It may seem like an easy “in,” but actually, it’s incredibly impersonal. You almost never have a second chance to make a first impression. So creating a personal impact with your connection request email is the best first step toward developing a long-term, mutually beneficial relationship. When you request to connect, be sure to:

1. Mention mutual associations or connections to show you may or may not know each other (group, trade association, same industry).
2. Express your wants in the relationship. If you’re looking for a meeting, be honest and open about your intentions.
3. Leave room for an additional call to action. Once you connect, is there room for a call or face-to-face appointment?

Example

Firstname,

Just a short note to introduce myself as an industry colleague.

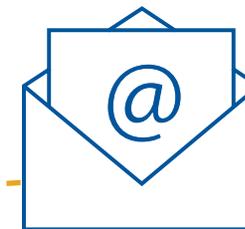
LinkedIn has such a great way of getting people connected. I’m not sure if you use LinkedIn for business networking, but it’s been priceless for me.

I’m keeping in touch with peers and extending my reach every day.

Turns out we’re in the same general industry circle. I’d love to connect our profiles. You never know when you can refer business, or ask for an introduction.

My email address is john.doe@widgetwater.com. Please feel free to add me to your network or let me know if you want me to send it to you.

Regards.



Email #2: For Existing 1st Connection - Request a Meeting

Just like a cold call, prospecting among your current social connections needs to be planned and on point. Burn out your friends, and your network will shrink dramatically. Further, we've all been on the receiving end of the "cold email" that makes you want to remove the sender from your network. Don't worry. There's hope.

Be sure to follow these strategies in your messaging:

1. Include an "end date." (Example: "I'd love to connect by this Friday if your calendar is open.")
2. Keep it short. No one wants a long build up when you're looking for time on a calendar. (Example: "I'm looking for a quick 15 minutes this week.")
3. Include an incentive if available. (Example: "My company is releasing its latest and greatest. We're still in our alpha release phase. Only one hundred or so people have actually seen it.")

Example

Hey Firstname,

Just a quick note to reach out, say hello, and ask for 15 minutes on your calendar.

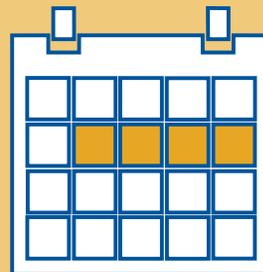
A contact of mine, who I haven't talked to in a while, emailed me a couple of weeks ago and said, "Hey FIRSTNAME, what's the point of having a digital network of contacts and colleagues if you don't know how to help each other?"

So we booked about 15 minutes on our calendars last week. Great meeting. We passed each other some business. I thought, "Maybe he's onto something."

If you can FIRSTNAME, let's find 30 minutes to catch up on what we're doing. Maybe we have a couple of good referrals to send each other.

Next week looks pretty good for me. How about you?

NAME



Email #3: For Existing 2nd Level Connection - Request an Introduction

Back in the days before digital networking, you had a Rolodex and telephone. When you wanted an introduction to someone, you had to do a lot of legwork to find out if anyone in your current “warm influence” actually knew the person. Today, things are different; social networks allow you to see just about everyone in your 1st, 2nd, and 3rd degrees of “separation.” It’s easy to spot that perfect prospect and also see who can help create the valuable connection.

Requesting that introduction isn’t always easy. However, you may be thinking, “I don’t want to offend John just to get an introduction to Jane.”

Requesting an introduction is best done in three steps:

Step 1: Reconnect with your distant network. A cold intro request isn’t cool; that is, asking someone in your network that you never interact with to do you a favor and introduce you to someone else. Be sure to rekindle your online conversation before popping the question “out of the blue.”

Step 2: Set expectations about your intentions. Be sure to let your common colleague or connection know what you plan to offer once the relationship is created.

Step 3: Reciprocate the favor. When you ask someone to create a connection, be sure to let them know if they would ever like the same opportunity, you’re ready, willing, and able.

Example

Firstname,

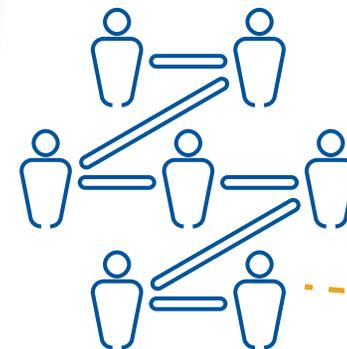
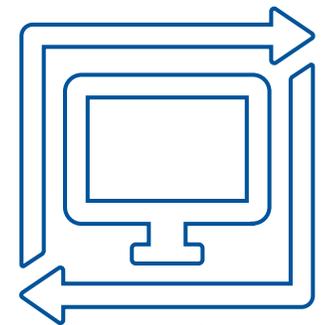
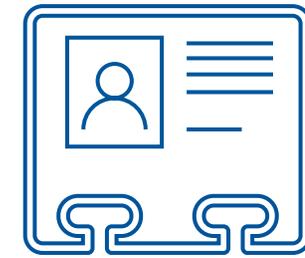
John Doe is a long-time connection and friend of mine. We worked together at Wells Fargo years back. Today he heads up wholesale distribution at Widget Water.

We had a chance to catch up this week. There’s great stuff going on at Widget. John’s bringing out a couple of new aggressive hospitality models. He asked me to make an intro.

A 10-minute block in your calendar for a conversation could really be worth your while. I thought it made sense for you two to at least know each other.

Let me know how you two make out.

Cheers.



Email #4: For 3rd Level Connection - Group Connection - Introduction and 30-Second Commercial

When we're networking in "real life" we're focused on socializing with new contacts in our current environment. Inside a digital community, we're listening to conversations by reading posts and commenting, but often, we don't follow up and connect with those members outside of the discussion group.

There's opportunity here. You have the same interests. You share common conversations. You may even share colleagues or friends. Just because you're the initiator, doesn't mean you can't both help each other outside of the discussion group.

Example

Firstname,

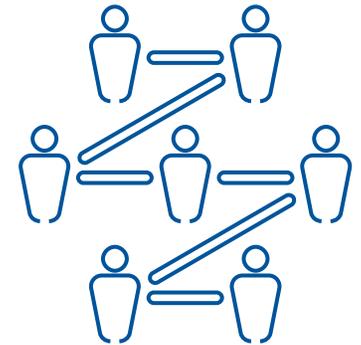
I'm catching up with my LinkedIn account today. We're both members of "Group Name." I scanned your post today in the forum.

Great info. Thanks for the share.

Turns out we're in the same general industry circle. I'd love to connect our profiles.

My email address is john.doe@widgetwater.com. Please feel free to add me to your network or let me know if you want me to send it to you.

Regards.



Email #5: 1st Level Connection - Responding to a connection request with an opening

Just because someone else has requested your connection doesn't mean you have to sit and wait for an opportunity to prospect. You can continue the conversation, observe and learn more about the person who has approached you.

Example

Firstname,

Thanks FIRSTNAME for the connection. I've been moving a million miles an hour at the office this week. Felt good to take a quick break to approve your request.

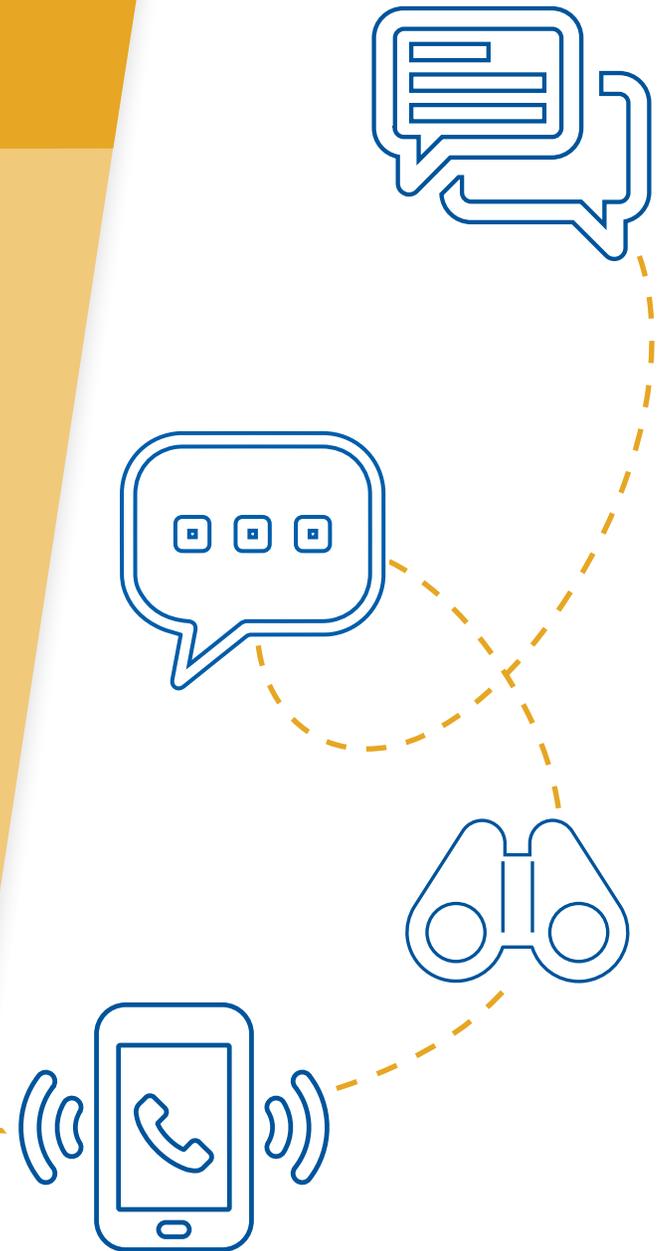
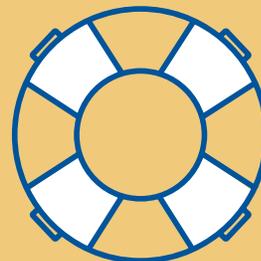
You're a life saver!

What can I do to help and/or support you professionally or your business?

Maybe it's worth a quick call?

Best,

NAME



Remember, your first contact goal is not to create a sales account as fast as possible. If your marketing pitch gives off a cold-call approach from the beginning, you've lost the effort before even getting started. The goal is to add to your general universe of knowledge sharing, as well as offer the recipient opportunities to share in your knowledge. Your focus should be to generate a contact and viable networking connection that will last.

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