The anatomy of a winning sales email

Writing at a third-grade reading level increases response rates by 36%

Top reps use you, your, and your team 29% more often than their average and underperforming peers

Emails with less than 70 characters in the subject line have an open rate of 42% and emails with more than 70 characters have an open rate of 30%

Including the recipient's name in the subject line can increase response rate by 22% and open rates by 22 - 50%

Confirming your prospect is interested before suggesting dates/times to meet is 2x more effective

Emails with 1-3 questions get 50% more responses

Email response rate increased by 42% when the email was kept to under 200 words, and ideally 50-125 words

Subject: Getting Ahead of the Curve, {{first_name}}

Hi {{first_name}},

If you've invested in a Sales Engagement platform and aren't getting the results you want, I bet I know why.

This model illustrates the stages of Sales Engagement maturity that every sales organization goes through. Success is a journey and investing in technology is just the first step.

Where would you say your team is on this path?

Hope this is helpful,

{{sender.first_name}}

Data informed Sequences

- Sales reps that **call prospects six times** will increase their contact rates by 70% **AND** 93% of converted leads are reached by the 6th call attempt

- Social selling leads to about a **15% prospecting conversion rate** – about five times the rate of other prospecting activities

- Sending up to **9 stages of follow-up emails after the primary email** increases the email open rate by 53.49% and the email reply rate by 44.73%

- Salespeople who make **12 contact attempts** perform almost 20% better than colleagues that stop at eight or fewer attempts

Meeting Rate

Meetings booked per prospects sequenced

Foundational Metrics

Opens, clicks, replies, bounces, opt outs, reply sentiment analysis, and performance against benchmarks

Adoption

Skipped tasks, deleted tasks, overdue tasks

Action Plan

Symptom -> Diagnosis -> Prescription

Reporting and Benchmarking

Recorded analysis at 100, 250, and 500 Prospects Finished

Optimization Rubric - **A programmatic approach to constant improvement**