

# ***MASTERING*** ***First Contact***



## **Increase Sales Without Extra Advertising**

**WEBSITE**  
PROMOTIONS CC

*"Proven Strategies to Transform Enquiries into Loyal  
Customers and Boost Your Profits Instantly"*

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## *Introduction*

Thank you so much for downloading this eBook, and for taking the time to read it.

You are obviously one of those smart executives who know that there is always room for improvement in your sales sequence.

This guide is one of those enhancements that can be implemented, without spending more on advertising.

During the last 20 years we have been testing and improving the promotion of our customers offers with the aim of increasing appointment-setting and subsequent sales.

One of the key areas we have noted that needs improvement is the first contact with a client after the client has made an enquiry.

In this guide we want to show you how to increase the number of appointments / sales by enhancing your first reply to your customers after their initial enquiry.

The guide will show you how to build immediate rapport, do a needs analysis and engage your prospective customer in a conversation that will lead to more appointments and sales for your sales people.

The techniques in this guide will allow you to do things more efficiently than your competitors. Without having to invest anything extra in advertising or appointing new staff. Therefore, not having to spend extra on advertising or staff.

## Financial Example

Firstly let's look at a financial impact of increasing the first contact response rate by 10%, with an example:

|                                      | Sales Sequence | Optimized Sales Sequence | % Increase |
|--------------------------------------|----------------|--------------------------|------------|
| <b>Number of Business Inquiries</b>  | 200            | 200                      |            |
| <b>Contact Response Rate</b>         | 60,00%         | 66,00%                   | 10,00%     |
| <b>Number of Potential Customers</b> | 120            | 132,00                   |            |
| <b>Sales Conversion Rate</b>         | 20,00%         | 21,00%                   | 5,00%      |
| <b>Total Sales</b>                   | 24             | 28                       |            |
| <b>Gross Profit per Sale</b>         | \$500,00       | \$500,00                 |            |
| <b>Total Gross Profit</b>            | \$12 000,00    | \$13 860,00              |            |
|                                      |                | \$1 860,00               | 15,50%     |

In the first row, we see the established Sales Sequence, and Optimized Sales Sequence with its corresponding percentage Increase.

\* The first row shows the Number of Business Enquiries, or the number of Leads you receive from your various advertising efforts.

\* The Contact Response Rate, or the rate at which people respond to your messages.

\* Which generates a Number of Potential Customers, who are actively responding to your communications.

\* The Sales Conversion Rate shows the percentage at which you complete a sale from the Number of Potential Customers interacting with your sales sequence.

\* This then generates a Total Number of Sales.

\* In the example we've used a nominal Gross Profit per Sale of \$500.

\* The above variables then lead to the Total Gross Profit.

If we add an Optimized Percentage increase of 10% to the Contact Response Rate and a 5% Sales Conversion Rate. Which is the average value of implementing the techniques discussed in this guide.

There is a 15.5% increase in sales or \$1 860 in the example.

# 1. The Customer's Purchase Journey

Before we get into the optimisation techniques in this guide, let's look at what's happened in the customer's purchase journey before he/she decides to contact your company:

## *1.1 The Person is Looking for Your Solution*

Before the person sent you an enquiry they were looking for your solution online and landed on your website from your online advertising - the person had an interest before arriving to your website and is obviously a highly motivated prospect.

## *1.2 The Prospect Gave Away Anonymity*

Once they landed on your website, they saw what you had to offer and decided to contact you.

This means they were willing to give away their anonymity. While consumers are browsing the Internet, they know that they are anonymous and only give out their information when something really attracts them.

Getting someone to submit their information is the hardest part of online advertising and this is obviously dependent on the way your offer is framed, how much trust you have engendered and how much value has been shown for your products or services.

## *1.3 The Customer Wishes to Transact with Your Company*

By the time they contact you, we know that they had an intention to own your type of product, by either searching or seeing and clicking on your ad.

They have also seen what you have to offer and wish to transact with your company.

When you receive an enquiry it is from a double qualified lead who is almost ready to buy.

## ***1.4 People Usually Get 3 to 5 Estimates from Suppliers***

Further research has shown that online sales mirror off-line sales supplier evaluation, where people get three to five quotations before making a final purchase decision.

What this means is that we have to do things better than two to four other companies.

The techniques In this guide will show you how to create a proper follow up email. Doing it better than your competitors and outperform them by a large margin.

## ***1.5 People Love to Buy but Dislike Being Sold To***

A psychological factor which is validated by the testing we have done over the past 20 years is that people love to shop and buy, but dislike being sold to.

Just think of yourself while shopping for a higher end-product like a television set. You look around the store and only once have you decided on a couple of models that interest you. You want to know more about them and only then wish to interact with a salesperson. You don't want the salesperson hovering over you while you're initially looking at the different options.

Built into the system we'll be discussing built-in techniques to take advantage of this and other biases in purchasing behavior.

As previously discussed, we want to increase appointment setting and subsequent sales by enhancing the first contact with potential customers.

After an initial enquiry most companies decrease their chances of success by sending the same type of email which goes something like this:

"Thank you for contacting us, we offer xyz...

Please find attached our company profile, offer and pricing and choose the product that best suit your needs"

Thereby giving the client work by letting them look for the solution themselves from a general product brochure. People don't like to do extra work and we'll be talking about mitigating this factor.

Let's go the techniques...

## 2. Techniques to Increasing Sales from Customer Enquiries

### *2.1 Respond Within One Hour*

We live in an instant gratification age; people want their burgers in two minutes or less.

Responding to your online enquiries within an hour increases your chances of making a sale substantially.

Our own research is substantiated by this article based on a study done by Harvard Business Review, where conversions are increased by 7% by responding within an hour to an enquiry <https://blog.hubspot.com/blog/tabid/6307/bid/20978/responding-to-leads-within-an-hour-generates-7x-the-conversations.aspx>

In order to achieve greater response rate times, you may want to look at automating the initial reply.

This is particularly useful for international companies who have potential customers enquiring during those times that the company is closed.

Please ask your Web Developer to assist you by setting up an auto-reply system.

Or [contact us so we may help you set it up](#). We have developed an automated smart reply using AI that acknowledges the person's requirements filled in, in the comments/question field in the website contact form.

## 2.2 Getting Your Email Opened

Getting your emails to be opened by your customers is something that is rarely talked about but yet something that is so crucially important.

Your emails should not only be easily recognizable but also stand out from the rest.

Let's look at the most important aspects of your email in order to be opened.

| From                         | Subject                         | Date     | Size   |
|------------------------------|---------------------------------|----------|--------|
| Gary - Website Promotions cc | Thank you for your enquiry Gary | 01:56 PM | 2.1 kB |
| gary@websitepromotions.com   | Thank you for your enquiry Gary | 01:56 PM | 2.1 kB |
| gary@websitepromotions.com   | Thank you for your enquiry Gary | 01:56 PM | 2.1 kB |
| gary@websitepromotions.com   | Thank you for your enquiry Gary | 01:56 PM | 2.1 kB |
| gary@websitepromotions.com   | Thank you for your enquiry Gary | 01:56 PM | 2.1 kB |
| gary@websitepromotions.com   | Thank you for your enquiry Gary | 01:56 PM | 2.1 kB |
| gary@websitepromotions.com   | Thank you for your enquiry Gary | 01:56 PM | 2.1 kB |
| gary@websitepromotions.com   | Thank you for your enquiry Gary | 01:56 PM | 2.1 kB |
| gary@websitepromotions.com   | Thank you for your enquiry Gary | 01:56 PM | 2.1 kB |
| gary@websitepromotions.com   | Thank you for your enquiry Gary | 01:56 PM | 2.1 kB |

### 2.2.1 The "From" Field

Having a clear "From" field allows the recipient to identify the email sender quickly and easily. In this day and age where spam emails are the order of the day it is important to differentiate our email and allow the prospect to identify your company easily.

At the same time, people prefer a personalized service, dealing with a person on the other side. So the sender's first name should be placed first and then the company name.

### 2.2.2 The Subject Line

The Subject line is the most important part of your reply as it frames the email and should entice the reader to open the email. It should contain the most important aspect of your response, seen from the client's point of view.

Find the biggest benefit highlighted in your email and let the client know they can expect to find it in the email body.

### 2.2.3 Email Content

People don't like reading long-winded emails.

It is best practice to write a short reply.

With short punchy paragraphs separated by spaces.

This shows that your company cares even about small details like these.



## *2.3 Change the Tone of Your Customer Communications*

Now that the prospect has opened the email, it's time to start interacting and building rapport with the prospect.

This is the very first message that the prospect will be receiving from you - the first contact with another human, after the coldness of cyberspace.

This contact should be memorable and carry with it the overriding objective.

The overriding objective should be to make the prospect feel unique and important from a totally genuine perspective.

Giving customers the best possible personalized service should be the overriding driver for all businesses that want sustainability in the social age. Besides, it's the right thing to do.

Remember that people buy from people they know, like and trust.

Focus on the person and not your company.

Change the pronouns in your conversation to a more personalised "you" instead of "we".

Change sentences like "we are the best at..." to "with us you gain the best..."

Businesses have over the years grown from the small mom & pop stores to large organizations who use industry jargon, business terminology and come across as deeming themselves more important than the client.

The way that companies these days address clients is from - us big, mighty corporation is speaking to you lowly consumer.

If you think about it, this is counterproductive. People resent being talked down to and will definitely choose a company that treats them with respect.

The tone of your initial reply should include a balance of three things:

### **2.3.1 Show that you are human.**

After being in the cold of cyber space, it is a breath of fresh air to speak to a person. Make sure that when you answer the enquiry you come across as caring and supportive as possible.

### **2.3.2 Show that you care.**

If you can show someone that you have their best interest at heart. They will immediately like and trust you. This will increase the chances of the person wanting to buy from you.

### **2.3.3 Show that you are professional.**

While being human and showing that you care. At the same time, you need to act very professionally in other words don't be too familiar. Show that you know the subject as an expert and are there to help the prospect.

## ***2.4 Position Your Company as a Consulting Firm***

As previously stated, most companies send their initial reply with a quick note together with a company profile and pricing or a quotation.

Instead, you should always be thinking about your customer's wants. They want to be led to the best solution that matches their needs.

It should be clearly stated in your reply that this is your objective.

Then send a questionnaire that will show you what the customer really wants.

## ***2.5 Find Out What Your Customer Wants***

Following point 3 of this list, one of the very first steps in personal sales is a needs analysis. So, you need to brainstorm questions that will achieve two things:

1. Find out exactly what the customer is looking for i.e., what is his/her pain points, points of resistance and their ideal dream solution.
2. List the information you need to come up with the best possible solution.

Then blend the two lists and make this your list of questions to add to your first reply.

### ***3. Putting it All Together***

As previously stated, the message should be in a conversational tone.

Use a "me to you" tone rather than "we are the mighty brand speaking down to you".

This friendly and personal type of communication has been proven to outstrip corporate jargon in terms of sales.

Use short messages with short paragraphs.

- \* It makes reading easier.
- \* It has also proven to generate better response rates.

#### **3.1 Email Greeting**

The greeting should be friendly and use the person's name.

#### **3.2 First Line**

The first line is where you introduce yourself (the person handling enquiries), and show the hierarchy of the organization, identifying yourself as someone that can help the prospect with their specific requirements.

#### **3.3 Second Line**

In this line we thank the reader for their enquiry and build instant rapport.

#### **3.4 Introduction to the Needs Analysis**

It is important to remind the prospective client that the questions we'll be asking are for their benefit. Remember, the main question in the customer's mind is always: "What's in it for me?"

In this part of the message, we remind them what's in it for them.

### **3.5 Needs Analysis Questionnaire**

It is here that we find out more about the prospect's situation and determine what the prospect is looking for.

The questionnaire should be concise and the questions easy to understand.

### **3.6 Sign Off**

Here again we use a courteous and friendly greeting such as "Thank you,"

### **3.7 Signature**

The signature should contain all contact details of the person writing the email. This allows the reader to answer or connect in the method that he prefers. Give them all communication methods from replying to email, social media and WhatsApp.

The signature should also highlight the company's competitive advantage.

Continued next page...

## 4. A Practical Example

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From: Gary – Website Promotions

Subject: Your Enquiry – How to Increase Sales Fast

Hey John,

Gary here, I am the Managing Member and Customer Relationship Manager at Website Promotions.

Thank you so much for your enquiry, it's great to meet you.

Over the last 20 years we have assisted many companies and have learned that each one is unique with its own needs.

For us to serve you a better offer, please answer the following three questions to let me know about your unique requirements, so we can better assist you:

1. Let us know more about your business. What products/services you offer, what problems you are encountering in terms of reaching your customers & increasing sales.
2. Tell us more about your ideal customer. Including the demographic profile, geographic areas to target and any specific wants that you fulfill.
3. Tell us what the best outcome would be for you by using our promotional services.

Based on these answers we will be able to send you a proposal using our best suited services for your unique requirements.

Please also let me know if you have any specific questions, which I'll be happy to answer.

Thank you,

Gary

Gary Terrazas  
Managing Member  
Website Promotions cc  
Forward Thinking | Continuous Innovation | Customer Success  
Domain: <https://websitepromotions.co.za>  
Address: 2 Bush Willow Ave Jeffreys Bay, Eastern Cape, South Africa  
Tel: +27 (0)82 663 9087  
CK 2002/028457/23

## ***5. Bonus Tips for Increasing Conversion in Your Sales Sequence***

### ***5.1 Follow Up After Initial Contact***

The number of touch points or interactions with your brand is an important factor in getting more appointments set and therefore sales.

The number of touchpoints before a customer makes a buying decision differs by industry - <https://blog.tangiblewords.com/everything-you-need-to-know-about-touchpoints-in-marketing>.

The bottom line is that the more interactions you have with a potential client the higher your conversion rate.

As stated previously, having a great initial enquiry reply that engages the client and seeks to establish a conversation with a person is crucial in this regard.

After the initial reply it is also advisable to call the client that way you can create an extra dimension in your communication with the Client. Verbal communication is a great way to establish rapport with someone and to answer any questions they may have in real-time.

Once you have established a relationship with your customer, and they have bought your first product. You can now start selling them to the next product in the logical progression of their fulfillment process.

All you need to do is visualize the requirements of your client.

After their initial purchase they may require another solution which would enhance their lives after the initial purchase.

At this point you should further add value and strengthen your relationship by sending related solution information in the form of informative content.

So for example a client who has purchased a video camera might need a tripod for the camera.

Send him/her information about the tripod and how the tripod could add value to their initial purchase.

Once you have created the want, you can then go ahead and offer the best tripod matching their initial purchase.

## *5.2 Focus on Suggesting the Best Solution*

Adapting your offer to what the customer wants is crucial in increasing sales.

Once you know what they want and offer the exact solution, then you consult a client even before they have paid for anything and your offer will have far more power than that of your competitor's.

Match the customer's response to your Needs Analysis to your product/service offer and sell on those points that matter to the client.

That way you make it easier for the customer to buy rather than being sold to.

## *5.3 Test Variations of the Email Replies*

Testing is very important to find winning content and easy to do when it comes to electronic media.

You just need a "control" and an "experiment" message and then see which converts better over time.

You're probably already doing this in your pay per click campaigns.

The same can be done with your initial and subsequent replies to potential clients.

One of the most important areas of your reply is your subject line on email. And your first text line in WhatsApp (there is an excerpt of the message which can be seen without the message being opened.)

The subject line is what will prompt people to actually open your email or WhatsApp message.

Other things you can test are the headline on the email and the call to action.

Remember to test one thing at a time. That way you know what made the difference.

## *Conclusion*

Using the above techniques will deliver more sales for your business - period.

We've seen this numerous times on many campaigns which we have run for our clients.

Even if you take just one of the techniques highlighted in this guide, you will gain an improvement in sales. So just test one and see for yourself how it impacts your sales.

Remember, nothing happens without action - Action is the magic bullet that delivers success.

It is our sincere wish to see you succeed.

Please go ahead and start implementing the techniques described in this guide and increase your business success.

If you require help setting up an automated AI-driven system that incorporates all these techniques, please have a look at our [AI-Powered Automated First Contact Reply by clicking here](#).