

# HOW TO HEAT UP COLD LEADS?

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PASSION LED US HERE

## INTRODUCTION

After receiving tons of great feedback on my previously discussed **pitch**, I'd love to share a few more tips with you when reaching out to cold prospects! Unfortunately, I don't have another template for you to refer to, but rather some insight about what could work when sending emails to cold leads. The main reason for not having a template is simple. It "kills" your creativity and creates a tunnel vision, locking you to one particular thought or idea.

I've been doing some research by scanning LinkedIn and other relevant websites, which has led me to constant opportunities to begin dialogues with potential customers. I've seen many people reach out too aggressively and have learned how important it is to build, even the smallest, relationship with someone before asking to connect. But what happens if a potential lead stops responding? Which approach is most effective? This is the challenge that I would like to dig deeper into.

In addition to my research, I have managed to achieve around an **18-22% reply rate** on the emails I've sent out, which is pretty decent according **to this article** by Campaign Monitor. On my past three most active sequences in HubSpot, I've seen reply rates of **30%, 13%, and 17%**. There's always room for improvement!



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## LET'S SET UP A POSSIBLE SCENARIO:

- 1 YOU HAVE MANY CUSTOMERS IN ONE PARTICULAR SEGMENT / INDUSTRY THAT THE LEAD OPERATES IN.
- 2 YOU HAVE THOROUGHLY RESEARCHED AND ANALYSED THEIR ENTIRE COMPANY.
- 3 YOU KNOW WHAT KIND OF TECH STACK THEY USE.
- 4 YOU KNOW THAT THEY DON'T HAVE YOUR SOLUTION (X), THAT CAN SOLVE PROBLEM (Y)
- 5 YOU'VE HAD A GOOD DIALOGUE WITH THE DECISION MAKER.
- 6 BUT - HE / SHE STOPS RESPONDING TO YOU?!?

There may be several reasons why this person may not respond back to you. Some common explanations are that the person doesn't have enough time to spare or that they have found another solution to solve their needs. As a good seller, you should (almost) always have the deal mapped out to understand where it all went wrong. Decision Makers tend to have a lot to do with busy agendas, which consequently affects your efforts and where they get prioritized in your lead's schedule. As a seller, you must demand time and respect, otherwise you will easily be overlooked and the deal will come to a temporary halt.

## TIPS AND POSSIBLE STRATEGIES

One of the most effective emails I use is called an "**Evil Mail**." It is not necessarily evil, but it creates a situation that's a bit on edge.

### PROCEDURE 1

In this email, you can refer to a previous dialogue you've had with them and remind them how (X) can solve for (Y). You can ask whether they have changed their minds or if there has been a misunderstanding. By all means, it could have just been bad timing and the person hasn't responded to your email. This is a more honest and straight forward approach, a type which should awaken the thoughts and feelings of the opposing party. An evil mail should be the absolute last email that is sent to the recipient because after that, the ball is in the opposing party's court.

### PROCEDURE 2

Another strategy is to list several options where the recipient easily can select between 1, 2, 3, or 4. You can include whatever you want in those options, for example, "Yes, thank you, but now is not a good time," "Not interested," "Yes, let's find a time," or "Not sure if this is something for us and our company." The point here is to be creative and make it easy for the recipient to respond quickly. Think of several scenarios where you are the recipient and have to respond to your own outreach. Include these answers as part of your listed options.

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Thank you for your time! If you have any questions or would like more tips and information about GetAccept, feel free to contact me at: [branislav.eric@getaccept.com](mailto:branislav.eric@getaccept.com) – Branislav Eric