

# Emma Thompson

## *How to generate sales through words*

### **Personalise it**

How many times have you received a mailshot or e-bulletin that wasn't even addressed to you personally? It shows that the company has not bothered to find out anything about you – doesn't it? This does not give a very good first impression.

There may be some key messages that you want to incorporate but remember to put yourself in the shoes of your prospective client. Features of your product or service are irrelevant. What they want to know is how your company or product will help them reduce risk, solve an existing problem and/or save them money. What does your product or service mean for them – not what does it do.

### **Make it relevant even more**

Despite turning your messages into benefits, a communiqué can still come across as a standard offering. To avoid this, do your research. Visit the prospect's website and use other sources of information from contacts to press articles and even a business strategy, if available, to include reference to something the company has recently done, or plans to do. You might even prefer to send out an article showing how you understand the critical pressures the industry or sector is facing.

John O'Keefe, Marketing Director of Office Depot claims that using a more customised approach can result in 40% uplift in response to marketing

### **Be persistent**

Many companies are not good with the follow-through. Telephone to check the individual has received the correspondence but also remember that a company might not need your services at that particular time. No matter how relevant your communication, timing is also important.

This means you have to continue to drop the company a line every few months or so and vary your message and approach (post card, lumpy mail, e-shot) to take into account seasonal requirements, different offers you may have etc.

### **Make it easy to get in touch**

If you need help with writing copy for marketing including tenders and grant applications or you need to present a business case to venture capitalists/ the bank why not drop me a line at [emma@emmathompson.me.uk](mailto:emma@emmathompson.me.uk), fill out the contact form on my website [www.emmathompson.me.uk](http://www.emmathompson.me.uk) or call on 07832 268383.

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