

7 Ways to Get Your Prospect's Attention by the End of the Year



 owler #samsales

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1. Nurture, Nurture, Nurture

Nurture buyers with data and information that's relevant to them. Have you recently read a great article or heard a podcast that would resonate with buyers professionally or personally?

Email them using this framework:

"Thought of you when I read this and here's why..."

"Here's what I think of that quote/part..."
(building trust, showing you think alike, educating)

"Here's a quote/part I loved about it..."

"Here's the link..."

Close with **no ask whatsoever** and **no call to action (CTA)**.

Bonus Points!

If your buyer was recently featured on a podcast or in an article, mention points you found interesting and add your perspective. These email tactics will serve to keep you top of mind and demonstrate your value and thoughtfulness.

2. SMYKM

SMYKM, or "Show Me You Know Me," involves researching your prospects, personalizing your outreach, and building an authentic human connection. #samsales Founder and CEO, Sam McKenna has built her career on the concept. Incorporate this technique into email subject lines and watch your open rates skyrocket.



Example Subject Line:

"Nickelodeon + Patches & Rugby + LinkedIn"




Sam McKenna

3. LinkedIn Engagement

Another #samsales technique is to take a peek at some of your top prospects' LinkedIn accounts. If they're posting, take note of their comments and likes. Here's your chance to stand out! Add a meaningful comment and show them what's in your head in relation to their post. This is one of the most underutilized tactics in social selling!

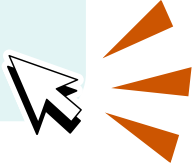
4. Proactively Book Time

If (and only if) your prospect has shown interest in meeting with you, but has since ghosted you when you sent times to meet, send an email with the following note:



"Hi, [Name]! I know we've been trying to book some time, and I understand that sometimes half the battle is just picking a time.

I thought it would be helpful to proactively book time for us two weeks from now. I'll send an invite now, and please let me know if you'd like to adjust."





5. Provide Timelines

- **When would your prospect like to begin using your solution?**
- **How long will onboarding take?**
- **How long does it take to get your contract through legal?**




Providing these timelines and working backward from the desired start date can help you create urgency and stay on track.

If you're not adding this into your process during the beginning of your communications, you might be missing a huge opportunity to move your deal forward.

Watch this free #samshort for step-by-step instructions on creating urgency in your deals!

6. Offer a Discount (Transparently & Early)

Many sales teams have discounting as a lever to pull, but they use it the wrong way:

-  **They discount before they provide value.**
-  **They discount arbitrarily.**
-  **They discount at the end of the deal.**



Try these two discount strategies instead:

Example: What you should do

Send your proposals with rack rate pricing and be transparent that discounts are available. You're offering discounts tied directly to decisions the buyer can make, and that encourages a higher spend.

When you do offer a discount tied to a deadline, ensure you offer logical reasoning.

Example: What you should say

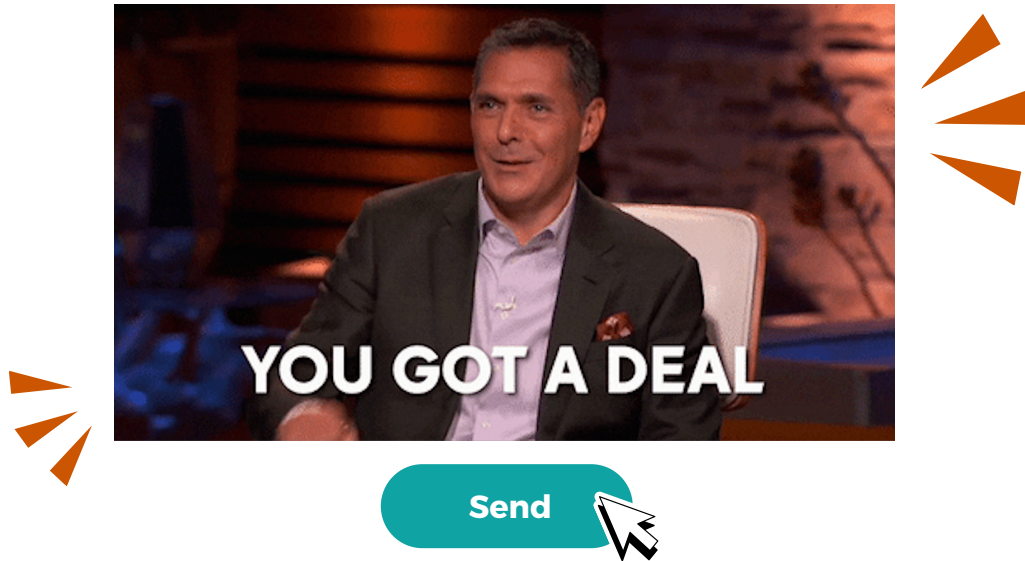
"We have a host of discounting levers based on a few factors - how quickly you can sign, the terms of our agreement, how many seats you buy, and the total number of products purchased. Take a look at the proposal, and then let's put together the package that makes most sense for your needs..."

"Our legal and procurement team is overloaded at the end of the year. We'd like to remove some of that stress from their plates and offer you [X] promotion in return for signing by Thanksgiving."

Once the date expires, so does the reason for the discount, allowing you to stand your ground in removing the discount offer.

7. Use a Gif

When in doubt, add a gif. This is one idea you can turn to when you've exhausted all other options. It will allow for some levity and personality to shine through in your email.





Show Your Prospects You Know Them this Quarter

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