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Sales & Marketing

Blue focus

The Blue Hudson Group is a Sales and Marketing work force development company specializing in training for the new business paradigm.

Six Common E-mail Mistakes that Get Your

Messages Delivered Into Spam Boxes

We can easily spend a few hours of each day sorting, deleting, forwarding and answering e-mails. Who has the time?

The bottom line is that fewer bona-fide e-mails are reaching their destinations. And even when they do, they are deleted or not fully read.

So what are sales people to do? Just avoid these common mistakes people make, and get e-mails delivered and read:

1) Sales Pitches. Avoid using "sales words", which are spam magnums: free, enlarge, special offer, low price, click here, instant, on line, discount, etc.

2) HTML Messages. Spam filter will mistake html messages as e-brochures and send them directly to the spam box.

3) Mass Mailing. Avoid mass marketing your e-mails. **More is not better**, it's just more. Impersonalized

e-mails can be perceived as a "telemarketer in print".

4) Long Letters. If your e-mail message cannot be understood from the preview window, you wrote too much. Use short paragraphs with two or three sentences that relate to a solution for your customer **and not your business**.

5) Fanciful Presentations. Always use screen friendly fonts such as Arial, Times New Roman or Verdana. Stick with black or dark blue colored fonts and never color the background. Stay away from large pictures. Over elaborate e-mails may be perceived as first timers and inexperience.

6) Writing Challenged. Don't forget the basics: spelling, grammar, greeting, politeness and professionalism. In reality, most people tend to overlook the importance of most of these basic skills until you miss one of them.





“Just Ask Blue”

My coworker handled a call from my top customer while I was on vacation. It turns out that he didn't follow up with the customer or inform me of the customer's request. When I asked him about it, he responded via e-mail that he was almost certain he had sent me an e-mail with the info, but he had cleaned up his outbox a few days earlier and couldn't confirm the action. Although my customer was not upset, this is not the first time this has happened. How should I handle this? (Christina from New York)

Blue Responds...

It appears that you did not address the lack of team work with your coworker the first time it happened, and if you did, you apparently did not do a good job of communicating your expectations while you are out of the office.

Even if your client does not appear to be upset, the damage has been done. Your client has learned that your company doesn't fully

Send your business questions or comments to “Just Ask Blue” at askblue@bluehudsongroup.com and have them answered on our monthly Newsletters. If we publish your question, we will send you a \$5.00 gift certificate from Starbucks.

appreciate their business. You are the one who will have to replace this business if your customer goes elsewhere.

I suggest that you visit with your coworker in person or pick up the phone – no e-mails please - and let him know exactly how you expect him to handle your customers in the future, be specific. It's

part of team work. Feel free to remind him that this is not the first time it has happened, but you don't need to relive the past. After that conversation, send him a short note or e-mail with specific instructions on how to handle your accounts in the future.

MBTI CORNER: In the Grip vs. Self



At times, we or someone we know will act totally out of character. These odd behaviors are usually caused by stress and can bring shame, guilt or blame. To overcome those moments, learn about the faces of “hidden personalities” that surface during STRESS.

Myers Briggs Type Indicator (MBTI) at [Personality Inventory Workshops](#). It has helped millions of people understand their life and work preferences.

Planting the seeds of Leadership

Nonverbal Behavior and Communication



It is estimated that two-thirds of the perceived meaning in communication is likely to be influenced by nonverbal messages. Many times the negative outcome of communication is the result of nonverbal messages, even though the actual message was not negative and there were no visual contact between the parties. Understanding and practicing the Principles of Communication will reduce conflict in organizations. To learn more, visit www.bluehudsongroup.com or look for seeds in the next issue of *Blue focus*.

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