



SPEAKER *Sue*

Exceptional Emails: Creating an authentic connection while selling

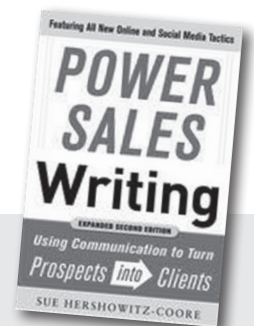
Especially prepared for: Educational Travel Consortium 2019 Annual Conference
January 29, 2019 | 1:45pm - 2:45pm
Renaissance Montgomery Hotel | Montgomery, Alabama

*"Email isn't just a response to a request but a strategic tool
to set you apart from others." SpeakerSue*

Why write?

What is the purpose of any sales email sent from your organization?

Situation: A "prospect" emailed your organization expressing interest in your service (an upcoming trip or a potential partnership). You reply with information and then you do not hear back from the prospect. Write your follow-up email:



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Larry Winget, TV personality and #1 Bestselling Author of *Shut Up, Stop Whining & Get A Life*

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Presented by: SUE HERSHKOWITZ-COORE

Helping organizations drive revenue and generate profits through strategic business communications

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Exceptional Emails

Why am I writing that will matter to my reader?	
IF that is why I'm writing, what can I say to achieve that?	
What do I want to gain/accomplish in this email?	
What is the action/next step?	
What is my authentic delighter?	

Situation: An upcoming trip did not gain the traction expected and about half the tour is empty. You (travel planner, tour operator, affinity group) decide to send an email to past travelers regardless of whether they have indicated interest in the area or trip. Write your email.

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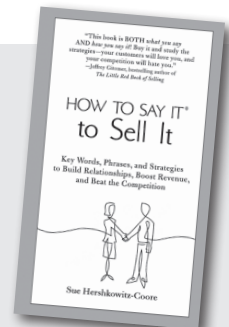
Exceptional Emails

Situation: A traveler was so pleased with your customer service and her travel experience that she sent you a highly enthusiastic email asking about your upcoming trips to X area. The trip she just enjoyed required minimal physical activity and this guest, with her walker and oxygen tank, had no issues getting around. All your trips to X require more walking and a higher level of physical stamina and exertion. You have communicated with her frequently and know she prefers to “do business” by email. Write the email.

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Notes

“The two words ‘information’ and ‘communication’ are often used interchangeably, but they signify quite different things. Information is giving out; communication is getting through.” Sydney J. Harris



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