

HOW TO CONQUER THE COLD CALL EMAIL



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Does setting up a meeting with someone you've never met send chills down your spine? It doesn't have to be so.

Here Jason Steinberg shares his fail safe formula.

Cold contact with clients I didn't know certainly wasn't my favoured form of client communication, but a few years ago I was introduced to a book called "The New Solution Selling" by Keith Eades. While it has a strong 'sales' focus, I quickly picked up some practical hints that actually worked for approaching clients that I didn't know.

I have sent dozens of cold emails to unknown senior people within Rio Tinto and other clients (all of them general manager level and above). To-date I've had a 100% success rate in terms of getting an agreement from the client to meet face-to-face. Also, every response has been within minutes.

The cold emails I send are short - no longer than six sentences.

What sits behind the successful process recommended by Eades is psychology. The communication is designed to create curiosity from the client, rather than putting the pressure on them to buy a service and for me to ask for more jobs.

From Eades work, I recommend four key sections you need to cover

in any form of communication to create curiosity- it can be used in a cold email, a cold phone call, a networking event or basically anywhere. Although based on my hit rate, I've preferred the cold email.

1. Your name – state your name and your client-facing role at GHD.
2. First contact – if you've not met the person before say that "You and I haven't met before ..."
3. Build credibility – Highlight how GHD is applying its knowledge and skills to help the client and / or other clients solve challenges they are facing.
4. An invitation to talk – ask for a meeting, explain the purpose and provide options for the date/time

My final tip is on the subject line – keep it simple and use few words. I find it helps to include 'GHD' because our brand recall is so strong in Australia. For example, "GHD overview and briefing" or "Update from GHD" have worked for me.

Happy cold emailing!

Remember:

If you're contacting a key or strategic client, be sure to speak with your Service Group Manager or the relevant Relationship Manager first.

The 'How To' series is brought to you by the CRM Practices Group. We're business development professionals implementing Client Relationship Management (CRM) across Australia.

A REAL LIFE EXAMPLE OF A COLD EMAIL

Email to Rio Tinto General Manager sent at 5pm

Dear XXXX,

My name is [Jason Steinberg](#) and I'm GHD's global client relationship manager for Rio Tinto, based in Brisbane.

← **Name**

[We may have met briefly when I was at Minter Ellison a few years ago](#), but I thought I would make contact with you to brief you on GHD's involvement with your business.

← **First contact**

GHD is very active, particularly [providing support to RTA/QAL tailings storage facilities across Queensland and NT](#).

← **Build credibility**

If possible, [I would like to organise a meeting](#) with you to brief you on our activities and better understand your needs from engineering service providers during these challenging times.

← **Invitation**

I'm sure your diary is very busy, but if there was a spot for 30mins in the coming weeks, we would very much appreciate the opportunity to meet.

Regards,

Jason

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Reply at 5:05pm, copied in his PA

Jason,

Thanks for reaching out and [I would be pleased to meet](#) at a time convenient for us both.

← **Happy CRM**

XXXX

XXXX XXXXX
General Manager Mining – Technical Support & Growth
Aluminium

MY ACTIONS

1.

2.

3.

Strategy to 2020
Client-service led