

# How to land and expand your interaction with customers

Stephen Danelutti

# Agenda

1. Intro to a method
2. Examples
3. Exercise



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## Sales Training day at Yammer in 2012

- Well known Silicon Valley sales trainer
- 5 days training for sales and CSM staff in Yammer London (part of global program)
- Birth of the Hoff Mail

# Hoff Mail

- Technique when contacting someone for the first time that you are keen to get something from - essentially you are cold calling them
- Typically senior and difficult to get hold of, limited attention
- Hoff mail is first step intended to be impactful and to the point
- Outcomes can be:
  - Closing a sales deal but starting with agreement on a first meeting or call perhaps
  - Get a commitment to do something or provide some key information like a use case need, etc.
- Can be used to branch out of existing relationships if they are being single threaded or stuck in IT (so building relationships with BDM's)
- key principles can be applied to communications means beyond email, e.g. LinkedIn, etc.

# The main constructs

- Sentence #1 is a specific reference to the person or company that makes your "ask" relevant
- Sentence #2 is the connection to your company / solution
- Sentence #3 is the close or what you are asking for

# The compelling close

- Something you want
- Easy to Deliver
- Open-ended questions only

# Additional tips

- Don't include links in prospecting emails. The Idea is to get their attention, not to sell them on the first email
- Don't make mention of your name or company in the beginning of the email
- Do not make reference to failed attempts at outreach
- DO NOT use "tell me about your business" or make any reference that you don't know about theirs
- DO reference how our customers are gaining value from our products. People are far more interested in what our customers have in common vs you
- TRY KEEP EMAILS IN THE SHAPE OF AN "F": The first sentence is longer than the second which is longer than the third and closing sentence.
- Subject line could be a shortened version of Sentence #1. It has to be relevant
- Most likely be read on a iPhone

# Example 1

**Hoff mail to Head of Workplaces Services at Royal Bank of Scotland. Searched and found on LinkedIn and message sent via LinkedIn. He replied within a day which lead to a call and then to a workshop. Before this time ATU were entirely and exclusively involved with IT and had no relationships with BDM's**

*Hi John*

*I work for the Microsoft Office 365 division based in London and have just started touching on the RBS account. You have an interesting role that I think could benefit from some of the ways in which we are thinking of supporting your organisation with the O365 technologies you have invested in.*

*I'm just reaching out to different parts of the business to see if we could have a brief intro chat to explore possibilities.*

*Would you be open to that and if so when would suit for a quick call?*

*Best, Stephen*



# Example 2

**Hoff mail sent to the Head of Governance for Equity Bank by the ATS for whom Stephen drafted the mail. He came back in seconds with a whole team on Cc and his PA to ask to arrange the calls and the meetings.**

*Dear ...,*

*As Equity Bank have invested substantially in Office 365 technologies we have assigned a global specialist based in London to your business, to ensure you derive maximum value from the technologies for your users and the business.*

*Stephen Danelutti has experience with banks across EMEA and will be in Nairobi 23-27 November. He typically engages with customers to support roll-out of the technologies in digital innovation initiatives.*

*Can we find available slots for you and your teams that week as well as for calls beforehand to start preparing?*

*Warm regards, ...*

# Example 3

**Email to Michel van der Bel (MD Microsoft UK) to get his involvement in an industry event and to speak for us there and lead it. He replied within a day and put me onto his business manager to arrange a call to discuss and explore his involvement.**

*Hi Michel*

*The banking industry could do with being more responsive to market changes and sentiment and some insightful CEO's recognise that social technologies can help with this. With the MD of Microsoft SA (Mteto Nyati), I helped showcase such a CEO based on their use of Yammer.*

*The CEO of Standard Bank (largest African bank) uses Yammer in a strategy to drive their transformation. He spoke to 30 senior executives at some of the largest customers and prospects in South Africa to help spread the learning.*

*He's agreed to do it in London for European bankers. We've established much interest across Microsoft for this. Could we talk about how we can involve you at a convenient time this week?*

*Best, Stephen*

# Exercise

1. Identify a key customer you need to make progress with and haven't yet
2. Do you know the organisations background and their use (or lack of) of our technology?
3. Do you know who you need to contact?
4. If not on either of above do some quick research to get info and find a key contact
5. Draft a mail
6. Put your hand up to share your example
7. Group discussion
8. Refine and send

# Template

Dear ...

I understand that your [department/company] is focusing on [strategic initiative] and that you are looking at [technology] to help you to improve [productivity | innovation | growth | cost savings] in this area.

**Context**

We recently worked with several large customers [mention if possible] and helped them achieve [outcome] by deploying [technology] in the following ways.

**Relevance**

Can I call you tomorrow at 15.00 to discuss how we can help you achieve the same?

**Close**

Best, ...

# Additional reading

- [How Top Salespeople Land Hard-to-Get Meetings](#)
- [10 Rules of Professional Etiquette for the Digital Workplace](#) (see point: Be Specific)
- [How to Write Cold Emails a Lot Better Than You Do Right Now](#)