

# Turning Inbox Enquiries into Customers

How to use Email  
to Land More Sales



David Staughton

**MMS**

Making More Sales  
rapid profit growth

HOSPITALITY

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# Chapter 1

## You've Got Mail

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You've just checked your inbox, and you've got mail. No surprise there.

In a world that becomes more wired by the minute, knowing and using technology is essential for our professional survival. The beauty of it all is that the tools afforded to us within this revolutionary digital era - the information age - enables us to become more efficient, more effective, and more enabled to do what we do. The world has changed, but life's cornerstone concept has not.

It's about the survival of the fittest.

Are you technologically fit? Are you technologically savvy? We have such potential at our fingertips that our ancestors could have never predicted. Your grandparents, and perhaps even your parents, never dreamed that their descendants would be ordering pianos and patios to their doorsteps, trading stocks and filing taxes in a matter of moments, collecting invoices through smart-phones, collaborating with co-workers and employees on the other side of the planet, or sending out 10 resumes to 10 different companies, via email, within 10 seconds.

Like anything, technology is what we make of it: a help or a hindrance, a weapon or an ally, a trouble or a tool. It's undeniable that technology has revolutionized the methods with which we conduct business. Technology encourages connection and innovation, promoting far-reaching, faster, and multitasked collaboration in a world of crumbling borders. It has become less of a convenient luxury and more like an extra, yet essential body part. As it is now an intrinsic part of life, technology is something you can use to the best of your advantage, to better your business, your profession, and your life. Those who know how to harness its power are the people who are ahead of the game. That is the survival of the fittest.

Having picked up this book, you've already realized all this. And your mission isn't to merely survive - it is to thrive. For example, when it comes to an industry where one needs to be people-oriented and communication-driven, as the hospitality industry, how technologically savvy you are may easily determine if you make or break a deal.

As the transactions of the world adopt a digital interface, communicating via email has become the norm and the expectation. If your business doesn't have a website and doesn't use email, you're at a major disadvantage. You've already careened off track. Hopefully, you're already using email. The question simply is: how can you use it to the best of your advantage? How can you use it to land more sales? How can you transform inbox enquiries into customers?

So yes, you've got mail. The question is what are you going to do about it?

# Chapter 2

## What Prospects Really Want

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“Know what your customers want most and what your company does best. Focus on where those two meet.”

- Kevin Stirtz

Does it ever seem to you that while rapid-fire communication becomes the norm, and the communication methods and channels seem to be increasing, our attention spans are actually decreasing? We're becoming accustomed to being bombarded by information - everywhere, from everyone, about anything. We've had to adapt. There's no way we can cope otherwise, given such an information overload. Research has proven that children in schools have much shorter attention spans today than from previous generations. In general, we're much more selective, impatient, and quick when it comes to our everyday input and output.

In other words, you've got to keep up if you want to stay on track. If you want to get someone's attention, it's no longer about just saying the right thing. It's about saying it well, and saying it *quickly*. Sometimes, it's even a question of saying it first...

Accommodation, as an industry, is literally the first to benefit from selling a lot online. Email is your most powerful selling tool, and the systems you use -travel and airline booking systems, hotel management and check-in systems, etc., should be leading the charge on the technological frontier. Most businesses report that their phone lines are still running hot, and phone enquiries are still popular. Simultaneously, email enquiries are gaining ground and increasing in number. Some businesses may be getting more than 50 email enquiries a month - others, more than 50 email enquiries a week - and yet others, since they are busier, receive more than 50 email enquiries per day.

### The Early Bird Gets The Worm

Keep in mind the bulk of emails sent daily and the fact of humanity's increasing symptoms of ADD. In 2011, two years ago, The Radicati Group Inc. drew up a statistical report that estimated 294 billion emails are sent per day, meaning that an average of *2.8 million emails are sent every second*. But that's only the beginning; the number of email accounts is projected to increase at least 7% each year.

*Statistics estimate that 2.8 million emails are sent every second.*

Regardless of how many, from whom, or what type of emails we receive, here is the fundamental and basic expectation that all of these senders share: a quick response. It isn't merely a desire, mind you, it's an *expectation*.

Little wonder then, what research also shows us next. When people are pinging out lots of email enquiries (and rest assured you're not the only company they've contacted), the first person who gets back to them gets nearly all the attention. Why? The prospect is still in that excited buying mode. His or her excitement and enthusiasm haven't fizzled yet - and you can only mould iron when the fires are hot!



- **Prospects are 3-4 times more likely to do business with the first couple of people who respond.**

The first person who responds is the likelier candidate to get the business. Make it your company's mission to reply between 15 minutes – 2 hours. The early bird gets the worm and gets to eat it too!

### New Best Friend

It's kind of funny. In a room full of people whom I'm speaking with, I may ask: "What's the guaranteed response time at your business?"

Most people will assure me that it's "within 24 hours", because of course they don't want to push themselves. They don't want to make promises that they can't keep, they may claim to be "too busy", or they don't understand the urgency... the reasons are unlimited.

Then I ask them to put themselves in the prospect's shoes: "If you're buying something, what response time do you want?"

"Instantly", they reply. "In fact, after one hour, I've given up."

You can draw your own conclusions. If you know the golden rule - *treat others the way you'd like to be treated* - you would realise that this applies 100% to our given situation. If you want to connect with your prospects and transform them into enthusiastic and faithful customers, you can't offer anything less than top-quality customer service. Punctuality is a major characteristic of quality. We tend to get along with those who cater towards our impatient human nature!

**"Promptness is the soul of business."**

- Philip Chesterfield

Let's see just what exactly is so lovely about having an auto-responder:

- *It offers outstanding, automatic response time - true to its name.*
- *It doesn't discriminate. It can leave as wonderful an impression on your first subscriber as it does on your thousandth subscriber.*
- *It never needs to take a day off. Holidays and weekends don't exist for an auto-responder. It won't get tired.*
- *It has an unfailingly cheerful attitude. It doesn't get bored or tired of repetition. It's guaranteed to be patient.*



- *It provides assurance. Your prospects know that their emails have been received. Naturally, if they don't hear back from you, it might be assumed that they misspelled something in the recipient address, or their email got sent to a neglected inbox, which may mean they'll likely forget about you.*
- *It isn't affected by time zones. It doesn't matter if it's morning or night; if you've got people enquiring from all over Australia (or all over the world, for that matter), it's very helpful to get back to them in a timely fashion—timely in regards to their time-zone, while alerting them to yours.*
- *It allows you to immediately share valuable information with every prospect.*
- *It delivers your chosen content to every new enquiry, in correct order and frequency.*

As an example of the above, let's see what an effective response would look like...

*"Thank you for contacting us at Lake Somerset Holiday Park! Your email is important to us, and one of our friendly reception staff will contact you soon by phone or email during our normal daily business hours of 7:30am-7:30pm (Australian E.S.T.).*

*If you desire to make a booking, we have an **online booking service**, which allows you to view current availability, and secure your booking instantly.*

**Accommodation Types:** *Choose from our magnificent Lakeview Villas or our rustic log cabin overlooking Somerset Dam. Try out our new Safari Tents for the ultimate camp-out experience. For vans and campers, there are plenty of spacious, shady, and powered/unpowered sites to choose from. For van owners, powered sites even come with free Foxtel TV.*

**Holiday Activities:** *During all school holidays, we run a great variety of onsite activities that are fun for the whole family - movie nights, face painting, jumping castles, treasure hunts, and much more...*

**New Features to the park** *include a new camp kitchen, mini golf course, and safari tents.*

**FREE** *WiFi hotspots – FREE 18 hole mini golf – FREE Foxtel TV in the villas – FREE kids' activities during school holidays.*

*We look forward to your stay at Lake Somerset Holiday Park!*

*Kindest regards,*

*Follow us on Facebook for exclusive discount offers and news!"*

By providing immediate, professional, and friendly feedback - an implication of *"I'm here"*, *"I'm available"*, *"I'm listening"*, and *"I'll get to your concerns ASAP"* - the auto-responder lays the groundwork for making the sale. Your prospect thinks: *"Ah, look! There's something back in my inbox."* You're not ignoring them. You've made the decision that their email is important to you. If you create an auto response that is original and thoughtful, it may actually provide all the literal and emotional support the other person needs. You have the capability to attract your prospects, especially if you've provided the right kind of auto response.

At this initial point of contact, the fact that the response is automatic doesn't matter as much as the fact that there is actually a response.

**"Punctuality is not only a duty, but is also a part of good manners; it is favourable to fortune, reputation, influence, and usefulness."**

**-Charles Simmons**

# Chapter 3

## The Style That Captivates Clients

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“The way we communicate with others and with ourselves ultimately determines the quality of our lives.”

- Anthony Robbins

Grandma’s secret apple pie recipe, with passion and practice on your part, of course may have your neighbours and friends “wowing” over and over again. Imagine a secret apple pie recipe that “wows” your prospects and clients over and over again. There are three elements to literally writing your way to a prospect’s heart. If you master the techniques for successfully selling yourself through your writing, you’ll cinch your prospect’s confirmation and commitment in no time. By doing so, you’ll have transformed an enquiry into a customer.

- **Punctuality.** *Noun.* To astound, delight, and enrapture prospects with your promptness.
- **Reassurance.** *Noun.* Pertaining to the reassurance you offer your prospect through the display of your attention, dedication, and capability as indicated by your response.
- **Attitude.** *Noun.* A fundamental tool for building rapport. Your choice of attitude - and your ensuing choices of language, tone, etc., will make or break the deal.

### Punctuality: Speedy Gonzales, Google, and You

Still not convinced that speed matters? The Fluent Brain Blog broadcasted some research done at Google to prove how Google, keeping up the pace with its users, is obsessed with speed. The researched compared search results with 10, 20, and 30 results per page. A page that offers 30 results took longer to load and had 20% fewer searches than a page that offers just 10 results. Speed is everything. That's why all the newer aspects, such as the Chrome browser, the Gmail accounts, etc., are so much faster than their counterparts.

Follow the footsteps of Speedy Gonzales and Google, and you'll make more customers happy. Google caters to an impatient world, and so must you.

### Reassurance: It Matters that They Know They Matter

A prompt response reassures your prospects that they matter to you. And this they should receive. You've cared enough to set up a system that confirms their enquiry. You care enough to pursue them with your own emailed response, and especially that you care enough to pick up the phone and work to establish rapport with them.

Honestly, the best thing you could possibly do is to follow up straight away with a phone call. Forget the delicate and debatable phone etiquette of the dating scene - this is the business world where you always pay the price for stalling. The sooner you successfully close the deal, the better. The sooner you convey your interest and attention, the better. The sooner you pick up the phone or shoot an email back at your prospects, the better.

**"If email had been around before the telephone was invented, people would have said, "Hey, forget about email, with this new telephone invention I can actually talk to people!"**

**– Anonymous**

The option of the telephone should unfailingly be your first choice. It dramatically increases your chances of landing the job, chiefly because you have the opportunity to establish rapport with the other person. There are so many nuances of tone and verbal attitude that get lost on the flat screen. Why give those up when you so easily have the chance to use them to your advantage?

- Your chance of winning over your prospects doubles when you phone them with your personal reply.

*"Nice one, Dave. Easier said than done"*, you might be thinking - but not exactly. Why make it complicated? Organization, focus, and the commitment to succeed make everything possible.

### Rapid Response Strategies:

- Notifications in the computer. If your work requires you to be at a desk almost always, it's as easy as choosing the pop-up option, where a notification will appear at a corner of your desktop whenever you receive a new email.
- Notifications beyond the computer. If you've got a limited amount of staff, you can set it up so that people receive an SMS on their cell phones whenever a new email slips into the inbox. The most important factor in responding is in actually realizing that something requires your attention.
- Set up a system. If you have people to spare, you could have someone on stand-by just to respond immediately to emails and phone calls.
- Be prepared. Draw up a template for phone conversations and for email responses for yourself and for your staff, so you don't waste time or lose your prospect's attention by questioning what you're supposed to know. Paste this template on the wall above your desk for quick reference.

### Attitude: Rapport Reaps Rewards

Rapport is this beautiful delicate connection established between two or more people. If you've ever felt "in sync", "on the same wavelength", or "akin to" someone else, it's likely you both have established good rapport between you. This is exactly what you must seek to accomplish with each prospect and client you receive. Break the ice, be an attentive and active listener, show empathy, be positive, be compassionate, and be genuine.

**"Rapport is the ability to enter someone else's world, to make him feel that you understand him, that you have a strong common bond."**

– Anthony Robbins

### The Seven Elements for Email Rapport:

- 1. Sweetness.** “Thank you” and “please” will always win you points, and such words never go out of style. Thanking people (genuinely, of course) often softens them, and thus makes them more receptive to you.
- 2. Positivity.** You want to be friendly, and you want your positivity to be contagious! Include the most positive features, assets, and highlights. Sell all your benefits. Rave about the region. Emphasize special offers. Pump it up! You’ll convince people to turn to your business if you can get them excited enough doing business with you.
- 3. Comprehensiveness.** Literally speaking that would mean easy-to-read formatting. Think short sentences and paragraphs, or, better yet, bullet points. Consider using the return key after every sentence to create line breaks. At all costs, avoid great chunks of monotonous text. This is not intriguing.
- 4. Energetic writing.** You need a style that is conversational and dynamic. You’re selling holidays, not funerals! Excitement is the most attractive quality that you can transfer via email. Adopt your fantastic holiday tone!
- 5. Informality.** Just a bit. You should probably use their first name (but be aware of whom you may be addressing; what’s informal in some cultures may be offensive in others).
- 6. Personalization.** “Looking forward to seeing you”, for example, is a phrase that lends some personality to an email. Always sign off with your name, and a memorable email signature.
- 7. Identification.** Always identify yourself - full name and details - especially with the prospect does not know you, or is appealing to your organization as a whole, and knows of no name to or address to refer to. Also, always seek to identify (clarify) the concerns of the enquiry; thus, to answer them to the best of your ability.

“They may forget what you said, but they will never forget how you made them feel.”

– Carl W. Buechner

## BUILDING RAPPORT THROUGH EMAIL



“Thanks for your enquiry”

Energetic Writing Style

Be Informal and Positive

Use Their First Name  
(Rather than Mr. Smith)

Use Easy to Read  
Email Format

Shorter Sentences &  
Paragraphs

# Chapter 4

## Right... But What Do You Write?

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“Diamonds are forever. Email comes close.”

– June Kronholz

If you want to be effective, being prompt isn't enough. Your attitude and tone come across far more clearly than you may think. Just as you can *hear* when a person is smiling on the other end of the telephone line, you can often sense what a person's attitude is when they're writing an email. Your emails may differ according to the type, time, and tone of each enquiry. But the best of any type of emails share some fundamental features.

### The Ten Features of Effective Emails

- 1. A meaningful subject line.** This is the very first impression you give to your client. If it's too vague, unfamiliar, or random, he or she may not even open the email at all (junk mail... ah, cruel fate!).
- 2. A focused, personalized, and tailored message.** You know who your recipients are, you know what they want, and you know how to convey that information to them. You don't want to elaborate on family-friendly benefits to honeymooning couples or senior citizens...
- 3. Clear identification.** Be as straightforward and clean-cut as possible: disclose your full name and details. In the business world, these personalizing details imply credibility and reputation.
  - a. Make sure the name of the property is in the Sender Heading ("From: \_\_\_\_").



- 4. A nice tone.** No matter what may be your prospect's tone, remember, you can't take back an email. It's in the property of the recipient now, where he or she now has the power to publicize it.
- 5. Spell-check text.** Caring enough to proofread your text is professional. You're far more likely to be taken seriously if your writing is clear and concise without errors. How many times have you sent an email too impulsively, only to groan once you glance over it again when you see the grammar and spelling errors? One of the cleverest strategies is setting a one or two-minute delay on your emails. That way, if you press "Send" and then go "Oops! I forgot to send the attachment", or "Oops! That's not the way you spell 'attachment'!" you can retrieve and revise it before the email is actually sent.
- 6. Details. Always:**
  - a. Include a list of features (i.e. awards)
  - b. Promote specific benefits (i.e. interior spa)
  - c. Emphasise your highlights and special offers
- 7. Multiple solutions.** Always offer a diversity of options concerning both the price and the product.
  - a. Remember magic number *three*. Offer at least three solutions: what the prospects want, and two upselling options (the "Good-Better-Best Solution").
  - b. Don't forget to cross-sell; always suggest alternative dates if the enquiry is for a busy time. You'll be surprised: a lot of people would be willing to shift or consider an alternative time... they just haven't considered it yet.
  - c. When you offer extra suggestions, always offer a reason *why*:
    - i. *Why stay an extra night?*
    - ii. *Why stay on Sunday night?*
    - iii. *Why stay midweek?*
    - iv. *Why come back during the off-peak month?*
- 8. A call to action.** What do you expect them to do? Call you? Wait for your call? Book their reservation online? Visit your website? Include a free-call number so they can easily contact you?
- 9. A friendly, thorough conclusion.**
  - a. Sign off in a friendly and not-too-formal manner
    - i. Kind regards
    - ii. Regards
    - iii. Thanks again

- iv. Happy travels
  - v. Cheers
  - vi. Best wishes
- b. Finish with an email signature. This should preferably be telegraphic, not just text.
- i. Include name (yours and the company's), address, phone, website, and Skype contact information
  - ii. Park and region features
  - iii. Offers (gift vouchers, deals, off-peak events, etc.). Always offer gift vouchers that expire at the end of the quietest month of the year!
  - iv. Links to review sites or testimonial recommendations
  - v. Opportunities to connect (on Facebook, LinkedIn, Twitter, etc.)
  - vi. Consider including a "Rate of Service" button (your prospects can rate individual performances, so the top achievers in your staff can be rewarded)

**10. An attachment.** First of all, never underestimate the power of an attachment. As something your prospect can print out and explore, it's like a tangible gift. You can include a wealth of information and excitement within a one-page PDF attachment. It costs nothing extra, and might actually enclose the exact information that your prospect is seeking. For example:

- a. A one-page park flyer or brochure
- b. A one-page flyer on regional attractions
- c. Clear, print-friendly directions to the location
- d. An event promotion
- e. An invoice

**"Being on par in terms of price and quality only gets you into the game. Service wins the game."**

– Tony Alessandra

Let's begin with an example of what we *shouldn't* be writing, if you receive an enquiry about pricing and vacancies at a specific time at our location.

*"Hello Mr. Stuart,  
\$40 per night for a powered site. We have vacancies at this time.  
Many thanks.*

Too formal in the beginning, too blunt at the middle, and too simple at the end. Now check out another person's response to the same question:

*"Good morning Kevin,  
We have plenty of sites available for those dates. If you wish to book a site,  
we will need your address, contact phone number, size of caravan, and one  
night's deposit to confirm your booking.*

*The cost for six nights for two people is \$228.00 and \$13.00 extra per person  
per night. The deposit required to hold your booking would be \$38.00.*

*We hope to hear from you soon."*

This person did well with the conversational tone, but my commendation ends there. "Good Morning" is risky, because you don't know the time-zone your prospect may be in (or what time he or she is reading the email), and that bothers some people. There is also a failure to provide any actual information about the place, apart from the specific price - no benefits, features, special offers, or any good reason for the prospect to use as an initiative to come. When referring to price, it's also wise to refrain from tacking on the ".00"; our brains are wired to perceive those extra digits (even if they're empty zeroes) as adding on to the price. So yes, \$149.00 typically appears more expensive than \$149!

*"Revolve your world around the customer,  
and more customers will revolve around you."*

– Heather Williams

Let's take a look at a third and final example. Go through the checklists of this book, and you'll find that this person has really hit the nail on the head.

*"Thank you for considering BIG4 Beacon Resort for your stay in Queenscliff.  
Based on your request, the available dates are:*

**Arriving:** Sun 21/04/13

**Departing:** Sat 27/04/13 (for 6 nights)

*The current best available rate and your quote reference number follow. You can discover more information by clicking on the links to our webpage.*

**Powered Caravan Site** - [Click here for details.](#)

*Estimated Cost: \$282 based on 2 Adults*

*(Additional person, 2 years old and over, \$15 per night)*

*Quote reference #27791.000*

*The tariff quoted includes **full use of the resort facilities**, such as the heated indoor pool and spa, a giant inflatable cushion, "Small Fry Indoor Play Room", Free CoutaKidz Activities every day, and a full size tennis court with a basketball ring close by. Tennis racquets, basketballs, and board games are also available for no additional charge. [Click here for more information about our resort facilities.](#)*

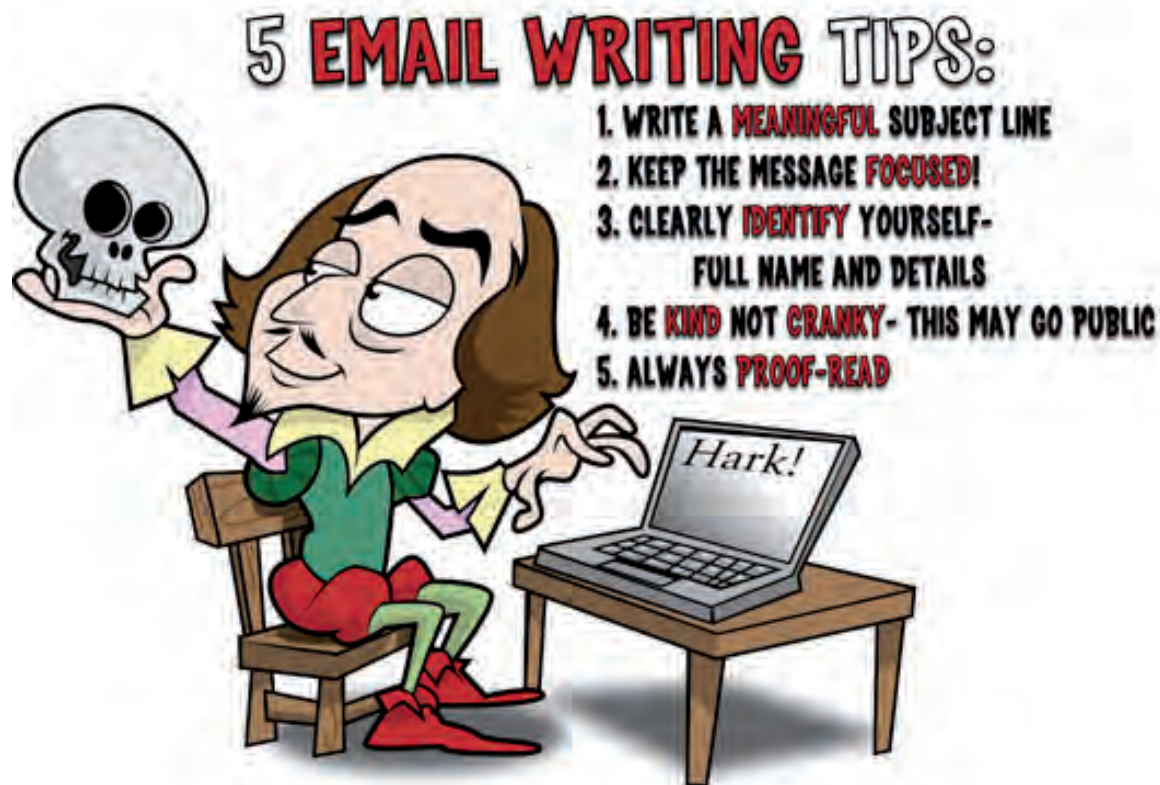
*There are also **bikes available for rent** to explore the region, though you are most welcome to bring your own bike. Amazing trails lead from the resort along the beachfront and following the Bellarine Rail Trail. The bike trails are suitable for all ages and bike riding abilities. You may even decide to just take a stroll along the sandy beach to Queenscliff.*

*There is also a skate park just across the road at the base of the sand dunes. Close by is a path taking you over the dunes where a spectacular view of Port Phillip Heads awaits. The fully paved promenade follows the bay approximately 1km towards Pt. Lonsdale, with beach access dotted along the way. Some areas of the beach are accessible at low tide, whilst high tide can provide fantastic photo opportunities with waves crashing against the stone wall. The sandy sections of Lonsdale Bay are ideal for family swimming, which is opposite the shopping strip. With rock pools galore to*

*explore around the bluff, and a playground at the top with one of the best views in the region, your days will be full of adventure. Click here for more information about our local area.*

*I hope this makes your holiday planning a little easier. Please call me at XXX-XXX-XXX and I'll be happy to help you with designing the perfect holiday at Cairns.*

*Kind regards..."*



### The “Inverted Pyramid” Focus

People don't often invest the time or effort to read something in its entirety - be it a newspaper column, an article, a book, or even a billboard commercial - unless they consider it to be particularly eye-catching or important. So yes, someone might read the Subject Line of your email, click on it, open it up on their screen, and scroll through it. But how do you ensure that they actually read it? *All* of it?

You can't. That's impossible for me to guarantee, and impossible for you to track. But you can certainly *drastically* improve your chances if you create the right rapport. If you can word your email in such a way that the prospect feels particularly cared about, attended to, and loved, this engages the person. Captivate them right off the bat and show them a bit of love, then get them to move down to the middle, until - lo and behold - they've reached the end and they've read it all.

Your email's importance should be moulded like an inverted pyramid. You've got the hottest, most enticing information at the top - that's the point when they've got a more generous attention span. Then you layer the email with subsequent information, keeping in mind that your readers' attention will (in general) be dwindling, until they eventually lose focus.

### Emotional Words as Exceptional Weapons

*Tone* is one of the most telling things people sense and look for in any form of communication, be it verbal or written. Tone indicates the friendliness scale, the balance of formal/familiar, and the quality of customer service. Tone also reflects the presence, or lack of positivity, and is most strongly conveyed through language.

**“Speech is power: speech is to persuade, to convert, to compel. It is to bring another out of his bad sense into your good sense.”**

– Ralph Waldo Emerson

Here's an example of unpleasant language and displeasing tone: ***“Sorry, we've got no availability. End of story. See you later.”***

You've not only shot down the enquiry, but you've pretty much shot yourself in the foot. You don't want to tell people what you *can't* do. The whole point is to convey and prove to them how willing and capable you are of providing solutions to their problems, concerns, and questions!

So how about: ***“I'd be very happy to assist you with this. Unfortunately, that option is not available at this time. We do have a few other solutions that may actually be more effectively tailored to your particular situation. Here's what we can do...”***

Your words should be simple yet effective. In a word: *emotional*. They need to resonate with the reader so that the reader ultimately “resonates” with your offer and your place. You’ve got some incredible features, wonderful benefits, valuable offers, and top highlights! Do your prospects know about these? Do they care? If you jazz them up with the right emotional descriptors, I guarantee that prospects will both notice *and* care.

Case in point (true story - and kudos to you, Cairns!)

*“Hello Kevin and thank you for your enquiry about Cairns Holiday Park!*

*How exciting that you are coming to Cairns for a holiday and are thinking about coming to stay at our friendly, tropical park.*

*Yes, we do have availability. Our powered sites are \$49 per night, \$294 for 6 nights. We offer a weekly special, so if you were able to arrive 1 day earlier OR 1 day later (staying 7 nights), the 7th night would be yours free.*

*A little about our park...*

*From the moment you arrive at our park, you’ll have that “holiday feeling”! It’s the warm welcome, friendly service, tropical trees, and colourful plants that make our park inviting and memorable.*

*Our reception area is open from 7:00am to 7:00pm. It has a small shop, free Internet kiosk, and a comprehensive tour desk where free tour booking services are available. This knowledgeable team offers local information and personalised advice on tours throughout the region. So however you choose to spend your time in Cairns, the days will be yours to explore.*

*You can also chill out in our pool and let daily life pass you by as you relax on our sun lounges.*

*Our friendly camp kitchen is where you'll meet fellow travellers. It's an open-plan with a roof for shade and shelter, fully equipped, and has lots of power points and a recharge station.*

*We offer free WiFi, which is available from your site, an air-conditioned television room with Austar, and large modern amenities.*

*Cairns is a holiday haven, and with our park being conveniently the closest to town, and only a 40 minute stroll along the beautiful esplanade to the city area, you can enjoy all that Cairns has to offer whilst staying in our peaceful, treed environment.*

*There is a public bus service nearby and a paid shuttle bus service to the city and airport.*

*Please don't hesitate to contact me should you require further information.*

*Happy travels and tropical wishes..."*

**"The difference between the right word and the almost right word is the difference between lightening and a lightening bug."**

**– Mark Twain**

Remember to tailor your words to your type of prospect. What's the use of painting a perfect picture for a town that isn't interested in art? What's the point of promoting popular meat recipes to a table full of vegetarians? Where's the intelligence in promoting a small, cosy, and romantic suites if you're catering to a big family? The wrong words aren't just ineffective; they could completely backfire on you.

- **Couple-oriented.** We've got some beautifully romantic cabins...
- **Family-oriented.** We've got cosy. It's cute. Exceptionally spacious. Purposefully built with plenty of kid attractions. We've got a jumping pillow, which kids can't get enough of, leaving you with some special time to read your favourite book.



- Senior-oriented. Traditional, quiet, and beautifully decorated. With a stunning view of our famed and lovely lake.



### Emotional words that strike a chord (in a good way!):

- *Attractive*
- *Bright*
- *Beautifully decorated*
- *Charming*
- *Close to facilities*
- *Comfortable*
- *Convenient*
- *Cosy*
- *Cute*

- *Delightful*
- *Elegant*
- *Exciting*
- *Exceptionally spacious*
- *Gorgeous*
- *Immaculate*
- *Light and airy*
- *Luxurious*
- *Manicured*
- *Modern*
- *Near the [pool]*
- *Picturesque*
- *Purposefully built for...*
- *Secluded*
- *Serene*
- *Sparkling*
- *Stunning*
- *Traditional*
- *Tranquil*
- *Unique*
- *Well-maintained*
- *We look after our cabins*

### Be wary of dodgy words!

- Instead of *"wet season"* - use *"green season"*
- Instead of *"stinger season"* - use *"summer"*
- Instead of *"Checking in?"* - use *"Hello! Welcome to the Comfort Inn! Do you have a reservation with us?"*
- Instead of *"No problem"* - use *"You are most welcome."*
- Instead of *"Just one?"* - use *"Are you ready to be seated?"*
- Instead of *"I think..."* - use *"I will verify that right away."*
- Instead of *"I don't know how..."* - use *"Let me find the appropriate person to assist you."*
- Instead of *"That doesn't help"* - use *"Please provide me with more information so I can offer you the best range of selections for you."*

### The Sequel...

It doesn't end here. Hopefully, this isn't the last they've heard of you! If you want to succeed, no matter what you do, you have to keep trying. You can't fail if you refuse to quit! Of course, you may need to back off for a while, or even for good, but, in general, a smart marketer knows that "no" usually means "no, not right now", or "no, not this month". It doesn't mean "no, never"!

Standard procedure says wait between 3-7 days, and then go ahead and shoot them another message. If the deal is urgent though, check back within 24 hours. Here's what you can include in your follow-up email:

- *Confirm what you've already agreed upon*
- *Offer more useful information ("layered information")*
- *Make a subtle appeal and give them another incentive to contact you*
- *Send a weekly/monthly e-newsletter (and continue to do so)*
- *Offer to connect (LinkedIn, Facebook)*

Know that by following up, you're ahead of the game. A second follow-up email is, luckily for you, extraordinarily rare; typically 1 in 10 properties will bother with it, and that's saying a lot. Truth is it's a shame to not grab the opportunity. Sometimes, your prospects are simply bombarded by too many emails, and they've gotten distracted or forgetful. If you email them again (and honestly, how much does that cost you?), your simple investment could be just the thing that reminds and convinces the prospect to buy from you.

It's called the "Convincer Strategy" for a reason.

# Chapter 5

## A Final Say: Secrets And Shortcuts

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- **Organize Your Email Folders.** Keep track of your first and follow-up emails by filing them away like so, and timing your responses accordingly:
  - *"First Response"*
  - *"Second Response"*
  - *"Third Response"*
- **Take Advantage of Your New Database.** Collect email data and use it. Add all prospects and clients to your database. You can connect to them via LinkedIn, or ask them to join you on Facebook.

### COLLECT THEIR EMAIL DATA



- \* **ADD ALL PROSPECTS AND CLIENTS TO YOUR DATABASE**
- \* **YOU CAN CONNECT TO THEM ALL VIA LINKEDIN**
- \* **ASK THEM TO JOIN YOU ON FACEBOOK**





# David Staughton

AUTHOR | SPEAKER | CONSULTANT

## Wouldn't you like to know...

- How you can sell more without ever reducing your prices?
- How you can dramatically increase your sales in quiet times?
- How you can sell the products your customers seem to be overlooking?

## David is your man.

Anyone can tell you how to sell more when times are good. David shows you how to grow great profits even in the most turbulent of times.

Growing up in modest circumstances, David worked in his family's hardware store from the age of six. Money was always tight and his family struggled. Tired of hardship, David resolved to become a millionaire by the age of 30 and give his family a better life.

It didn't go exactly as planned. Although David worked hard seven days a week, he found himself with few customers and on the brink of bankruptcy. But something happened...

Within no time David raised himself and his business from the struggle. From narrowly escaping bankruptcy, David went on to create an award-winning business empire in Victoria Australia with several hundred employees and a multi-million dollar turnover. How did he do it?

The good news is that David can teach you his magic.

Everyone can sell popular products during the best times of the year. Selling ice cream in summer is not what David is all about.

David uses his unique, no-nonsense strategies to help you sell during quiet times – without major discounting

Armed with hard-earned experience from the trenches of entrepreneurship, David will demonstrate how you too can make sales when no one else is selling, no matter the time of the year, month or week.

# **BIG** hat

## **Professional Services**

[www.bighat.com.au](http://www.bighat.com.au)

Big Hat Professional Services provides consulting, coaching and training expertise to CEO's, Entrepreneurs, and Senior Management, of the corporate, government, non-profit, and business sectors. The six programs listed below are customised to suit the needs and meet the goals of each client.

**PPS**  
**Polished Professional Services**  
work/life effectiveness

**DDS**  
**Dealer Development Services**  
delivering sales results

**MMS**  
**Making More Sales**  
rapid profit growth

**SSS** 😊  
**Serve, Sell & Satisfy**  
first class frontline

**OPS**  
**'Off Peak' Solutions**  
sales all year round

**LFL**  
**Lessons for Leaders**  
being a better boss