Email 1 (Sample)

Hi ContactFirstName,

I've got some news to share and also a question for you (ok, it's a couple of questions)
...
First, the news:
A lot of professional service providers find themselves ready for change in the 4th Quarter of the year, especially when their numbers are not where they hoped. During our Sales Strategy Conversation, we discussed what could make a difference for you and your business.

I'm curious:
What would finding an easier way to convert prospects into clients do for your business?
What would it look like to avoid burning through leads in the coming year?
What would happen to your business if you were able to implement a proven process that will maximize your efforts?

You can take 30 seconds and reply to this email or use this link to talk with me personally.

What I do remember is that one of the actions we share is training. We identified that our course would be beneficial at the right time. Has that time come? Our next group begins in January 2019.

Registration is open now

PS: In the meantime if you are ready to roll, you can use this link to register for the Genuine Sales Course: INSERT LINK TO REGISTER. I'd love to see you join us in January.

Email 2 (Sample)

Hi ContactFirstName,

Ever wished for an easier way to convert prospects into clients? Looking to avoid burning through leads in the coming year? Need a process to implement that will maximize your efforts?

If you answered "yes" to any of these questions, it's time to take action.

Our Course is the simplest and most effective way to authentically convert prospects into clients as a master seller.

Through our Course, you'll avoid having to work through months or years of trial and error. Instead you will adopt a proven, systematic approach to sales conversations. This approach has helped thousands of professional service providers dramatically increase their revenue.

Registration is open today for the January 2019 Course at the lowest price.

[REGISTER NOW BUTTON]

I hope you'll join me in January.