

US Metro Group: Cold Email 3 Email Sequence

Objective: Secure an appointment for a commercial cleaning service

Target audience: Property managers for multiple-unit buildings

Strategy: The strategy used in this campaign is the “door-in-the-face” strategy popularized by Dr. Robert Cialdini, author of *Influence*.

Ask for a big favor, and then ask for a little favor. In this sequence, we first asked for an in-person meeting. The second email asked for a phone call. The third email asks to send some free information.

This entire sequence is broken down below these three emails.

Email #1

Subject: Carl, I thought about you for this service

Carl,

When you want a job done right, you do it yourself, right?

Well, not always.

Doing it yourself can often mean taking time, money, and energy away from meeting your job's obligations.

Doing it right means delegating to the right specialist who knows how to do the job right without aggravation and delays.

After learning a great deal about you and **[name of company]**, I believe you might be a good fit for USMG's Specialty Cleaning services.

Our **5-Step Specialty Cleaning Plan** for superior cleaning without headaches and workflow interruptions can further be discussed during a face-to-face meeting.

During this meeting, we can show you how US Metro Group can help you **increase tenant satisfaction** while saving you time and money.

We can visit your facility this Thursday and Friday between 2:00 pm and 4:00 pm.

How does that work out for you?

If you have a different time in mind, please let me know.

Talk to you soon,

Christian

P.S. A new year means making changes and new beginnings. You can learn more about our cleaning services at <http://www.usmetrogroup.com/janitorial/>

Email #2

Subject: Re: Carl, I thought about you for this service

Carl,

I'm following up on the email I sent the other day.

In my last email, I asked if I could have a personal meeting with you. I understand if you're too busy.

Perhaps, a quick exploratory **phone call** might be more suitable for your schedule. I can give you a call this Thursday or Friday between 2:00 pm – 4:00 pm.

As a reminder, US Metro Group provides specialty cleaning services to large facilities like yours. We give you peace of mind by elevating your property's visual appeal and keeping your tenants happy—and complaint-free!

During this quick 10-minute call, we will determine if US Metro Group's Specialty Cleaning is the right fit for **[name of company]**.

Either way, it's one more thing you can check off your list!

If there is a better time for you to chat, please let me know.

Talk to you soon,

Christian

P.S. The best time to evaluate a new cleaning service is long before you need a new cleaning service.

Email #3

Subject: Re: Carl, I thought about you for this service

Carl,

Did you get the last email I sent?

I'm sure you're very busy with your operations—which is one of the problems we solve!

Instead of getting on a quick 10-minute call, perhaps I can send you some relevant information on how USMG can help **[name of company]** clear away the cobwebs.

If this sounds interesting, please let me know. I will send the **USMG Information Packet**.

In this information packet, you will see testimonials and case studies of our past clients.

Some of them include **Home Depot, Wells Fargo, and UPS**.

Evaluating us today will help you make a sound decision before a crisis erupts.

Please reply to this email, and I will send over the **USMG Information Packet** (PDF) right away.

Thank you for your time,

Christian

P.S. Because we have C-level management involved in daily activities, we can resolve any issue with speed and ease.

This is a note to my client:

Christian,

I wanted to give you a quick review of each email, so you can see overall strategy behind the emails and the campaign. On the following pages are the emails. Scroll down.

The strategy used in this campaign is the “door-in-the-face” strategy popularized by Dr. Robert Cialdini, author of *Influence*.

The strategy involves you asking for a big favor upfront and then asking for a smaller favor later. The recipient is more compliant on the second ask/request because they feel guilty about turning down your original request.

It works exceptionally well with email sequences—as long as they are reminded of the asks/requests that they had turned down previously. This will be explained further in the emails on the following pages.

Here is a quick review of the strategy in the emails.

Email #1: Ask #1: **Face-to-face meeting**

Email #2: Ask #2: **10-minute phone chat**

Email #3: Ask #3: **Information Packet**

US Metro Group: Cold Email 3 Email Sequence Review

Email #1

Subject: Carl, I thought about you for this service [This subject line sounds personal and arouses curiosity]

Hey Carl,

When you want a job done right, you do it yourself, right? [Addressing a common frustration that they can agree with. This gets them nodding their head, “Yes.”]

Well, not always. [Adding a twist to the answer. This gets the reader to stop, think, and then keep reading. They need to know why the above statement they agreed to is NOT true. This creates an information gap. They want to know the answer]

Doing it yourself can often mean taking time, money, and energy away from meeting your job’s obligations. [Presenting another viewpoint of doing it yourself where they can agree and say, “Yes.” Also, this the pressure to meeting one’s job obligations is a constant stress for most people.]

Doing it right means delegating to the right specialist who knows how to do the job right without aggravation and delays. [Again, we are providing a statement they can say “Yes” to. In addition, we are priming them for our pitch by saying they need to find the “right specialist”.]

After learning a great deal about you and [**name of company**], I believe you might be a good fit for USMG’s Specialty Cleaning services. [They are more likely to agree that you are a good fit if it shows we have done some research. And it shows respect for the reader. Instead of a straight up pitch about our services—where they may get turned off—we are saying we are a good “fit,” meaning that it’s mutually beneficial. It’s collaborative verses selling. USMG was purposely abbreviated here to create an information gap that requires further reading to resolve.]

Our **5-Step Specialty Cleaning Plan** for superior cleaning without headaches and workflow interruptions can further be discussed during a face-to-face meeting. [This is the main pitch—the meeting. It’s the big Ask. We make a plea to discuss a specific plan to solve a problem. People are not very comfortable receiving people unless they know exactly what it’s about. Here, we present a 5-step plan.]

During this meeting, we can show you how US Metro Group can help you **increase tenant satisfaction** while saving you time and money. [Stating the benefits of the service and working with USMG.]

We can visit your facility this Thursday and Friday between 2:00 pm and 4:00 pm. [Giving specific times increases compliance. This way they won’t have to do much thinking—or try to come up with an excuse not to meet.]

How does that work out for you? [Asking this question, requires them to mentally come up with a good reason NOT to comply.]

If you have a different time in mind, please let me know. [Offering a different time shows respect and a willingness to work together. It also gives them a sense of choice. In this case, it's a choice between "Yes" (the times you offered), and "Yes" (the times they would suggest).]

Talk to you soon,

Christian

P.S. A new year means making changes and new beginnings. You can learn more about our cleaning services at <http://www.usmetrogroup.com/janitorial/>

[People and businesses feel a need to start anew and make big changes in the new year. This is a subtle reminder to get them thinking about changing their cleaning vendor.]

Email #2

Subject: Re: Carl, I thought about you for this service

Carl,

I'm following up on the email I sent the other day. [A simple reminder.]

In my last email, I asked if I could have a personal meeting with you. I understand if you're too busy. [Here we play up the "door-in-the-face" strategy. We are reminding them of the big Ask that they refused in the previous email. This sentence puts this email into context. With this strategy in place, they will have a sense of guilt for refusing the original request. This raises their willingness to comply significantly.]

Perhaps, a quick exploratory **phone call** might be more suitable for your schedule. I can give you a call this Thursday or Friday between 2:00 pm – 4:00 pm. [The main pitch. This is the reduced Ask. Since they turned down the previous request, they are more likely to honor this one. Also, we made the appointment specific, so they don't have to think and guess what time would be good for you.]

As a reminder, US Metro Group provides specialty cleaning services to large facilities like yours. We give you peace of mind by elevating your property's visual appeal and keeping your tenants happy—and complaint-free! [A reminder of who we are in case they didn't get the previous email touting the benefits of working with USMG.]

During this quick 10-minute call, we will determine if US Metro Group's Specialty Cleaning is the right fit for [name of company]. [Again, we present an information gap (also known as an itch that needs to be scratched.) Their curiosity will be aroused and will want to know why they would or would not be a good fit. Again, we see this as a collaboration versus selling.]

Either way, it's one more thing you can check off your list! [This plays into the type A personality who needs to check things off their list. They want all the facts before saying, "No." This will no doubt increase responses.]

If there is a better time for you to chat, please let me know. [Again, you are giving them a sense of choice. In this case, it's a choice between "Yes" and "Yes".]

Talk to you soon,

Christian

P.S. The best time to evaluate a new cleaning service is long before you need a new cleaning service. [We are gently asking them to "evaluate" us versus trying to sell something. Also, we are reminding them that they should be well informed before they need a new service. This is a good way to get a lead. People aren't ready to buy right away. However, they would like some questions answered.]

Email #3

Subject: Re: Carl, I thought about you for this service

Carl,

Did you get the last email I sent? [A friendly reminder.]

I'm sure you're very busy (which is one of the problems we solve!) with your operations. [Showing empathy—plus touting one of your benefits.]

Instead of getting on a quick 10-minute call, perhaps I can send you some relevant information on how USMG can help [name of company] clear away the cobwebs. [Reminding them of the Ask that they turned down in the previous email. This will increase compliance. Using a friendly metaphor (cobwebs) gives them a nice visual to their frustrations—which can be very abstract.]

If this sounds interesting, please let me know. I will send the **USMG Information Packet**. [The main pitch for this email, which is two steps below the pitch/Ask of the original email. Based on the research of Robert Cialdini, response will increase significantly by making this request in this way.]

In this information packet, you will see testimonials and case studies of our past clients.

Some of them include **Home Depot, Wells Fargo, and UPS**.

[Gives them a hint at what they are getting. Aside from pricing, the two biggest drivers are testimonials and case studies.]

Evaluating us today will help you make a sound decision before a crisis erupts. [Creating a sense of urgency. People want to avoid crises, so this is a big motivator to act.]

Please reply to this email, and I will send over the Information Packet (PDF) right away. [We are giving them specific instructions on what we want them to do. Once they reply, you now have a nice warm lead!]

Thank you for your time,

Christian

P.S. Because we have C-level management involved in daily activities, we can resolve any issue with speed and ease. [This is an added benefit and motivator.]