

A dramatic shift is taking place in sales today. We have entered into the Sales 2.0 environment, where organizations, processes and tools have been adapted meet the emerging needs of new customers and new markets. The biggest revolution is with email and while 2.4 trillion email messages are sent annually, it's time for salespeople to take email control. To help you make the most of your emails, check out **Email Control: What's OUT and What's IN**. Now, wake up and start crafting your subject line!

# Email Control: What's OUT & What's IN 2007

WHAT'S OUT	WHAT'S IN
Too much reliance on the phone	Dynamic Duo: Combining phone and emails
Generic or marketing fluff emails	Conversational emails
Large attachments that land in spam filters	Embedding links that track viewers
Using email for one part of the sales cycle	Using email throughout the sales cycle
If it sticks, great	Being obsessed with response rates
Using the same language for all titles	Title-specific emails
Content rich and wordy emails	Short, sweet and succinct
Thoughtless subject lines	Personalized, creative and professional subject lines
Long signature lines	The 6-line maximum rule
Ignoring rejection emails	Using rejection emails as new sales opportunities
Ignoring spam filters	Educating yourself and staying ahead of spam filters
Colorful and graphically enhanced formatting	Back to basics
Reading emails on the desktop	The BlackBerry effect
Forget Mondays	Experimenting with send times
Just pressing "send"	Understanding the difference between open rates versus click-through rates
Same time, same place, same message	Changing up your messaging
Call campaigns that blast everyone	Prioritizing whom to call based on tracked response
Measuring talk time phone metrics	Email tracking
Generic voice mails and opening statements	Opening statements tailored to tracking response