



PROSPECTING, INFORMING & CLOSING WITH NEW MEDIA: HYPE v. REAL WORLD SUCCESSES

A quick Google of the combination “New Media” and “Sales” brings up over 300 million entries, and the hype shows no signs of letting up. The landscape is now crawling with newly minted experts in Twitter, Facebook, texting and blogging – beseeching you to “leverage” new media, to become more “web-savvy”. Part of the goal is to make you feel left out, like you’re the only one who hasn’t been shown the “magic jelly bean” that will eradicate all those all those communication challenges that stand between you and a sale.

However, if you shut out the clamor and look dispassionately at the communication hurdles that confront you, it’s not at all clear that New Media is delivering on its promise. New Media – for the most part – has dramatically increased the numbers and types of **contact** you can make with your prospects and customers.

However, this tsunami of messages has not resulted in a dramatic increase in **connections**. If anything, most of us are tired of getting impersonal emails, boilerplate attachments and one-dimensional texts. Of course, if you aren’t **connecting** with your prospects and targets, you are unlikely to have much success.

Let us review four standard communications challenges and focus on how choosing the appropriate new media messaging tool can have a remarkably powerful effect.

*New Media – for the most part – has dramatically increased the numbers and types of **contact** you can make with your prospects and customers.*



1. Prospecting – Drop off in responses from email blasts

For a brief window, email seemed like a salesperson’s dream messaging service. You could make them quickly, send them out to 10 or 10,000 prospects with the click of a button and rest assured that you’d drive some business your way. Of course, the open rates have fallen dramatically, and even more troubling, the recipients aren’t inspired to act even when they do open the emails. Click-through rates – the percentage of prospects on your list who take action (by clicking a link embedded in the body of the email) – are low and stagnant.

A famous study – Weiss McGrath – has shown that if you can get someone to view a message that is both audio and visual; they absorb it more completely and retain it 3 to 6 times longer than just reading text or viewing pictures. This phenomenon has been highlighted by Forrester Research, which reports that you are 2 to 3 times more likely to inspire action when the message is in an audio-visual format.

However, the creation of a high-quality video is quite expensive, time-consuming and its content can go “stale” quickly. Also, videos are usually generic; they are not customizable to address the particular needs of individual recipients. And, most of us don’t know how to post to YouTube and embed the appropriate links in our emails.

A new communications paradigm - voice-visual messaging – overcomes the challenges of creating and sharing videos – while at the same time retaining the high-impact, powerful quality of video. The leading provider – GoldMail – gives the non-technical personal the ability to create these voice-visual messages, tailor them to their audiences and share them through email.

Sending more emails isn’t the answer. The challenge is finding a way – in that critical moment when the recipient has opened the email – to connect, to engage, to inspire.



As the recent case study below demonstrates, click-through rates in emails containing a GoldMail – versus emails that do not have any audio-visual component – can be as much as 5 times greater.

EMAIL W/OUT AUDIO-VISUAL	EMAIL WITH AUDIO-VISUAL
• # sent: 25,931	• # sent: 25,025
• Opens: 5, 780	• Opens: 5,184
• Open Rate: 22.3%	• Open Rate: 20.7%
• Click-through rate:	• Click-through rate:
1.2%	7.1%

The experience reflected above – which involved a national non-profit’s fundraising email appeal – is also noteworthy in that the email blast with the GoldMail generated 5 times the donations as the first email blast without a GoldMail. This side-by-side test, which involved the same basic message going to the same group of people, is not sui generis. Scores of non-profits are reporting similar jumps in click-through rates and donations when they use an audio-visual message in lieu of traditional text and pictures.

To view a range of successful GoldMails, go to <http://gallery.goldmail.com/>

2. Informing – The ‘gatekeeper’ doesn’t tell your story effectively to the decision-maker(s)

It’s a constant challenge to “put your best foot forward” when you have to rely upon an intermediary to tell your story to the decision-makers. So often, the gatekeeper doesn’t fully understand the value proposition and/or doesn’t have the ability to communicate that value proposition effectively to the person or group that will decide on your offer.



No doubt, you can send a Power Point and hope that the decision maker will review it closely and “get” the main points you were trying to make. But, even then, the PowerPoint is likely a generic document and it doesn’t address the nuances and particular needs of the potential customer. You can also type out a long email and seek to explain the proposition in terms that are most persuasive. But, here again the message is limited in its impact, as most of us aren’t Shakespeare, and generally after a paragraph or two, the recipient’s eyes begin to glaze over.

New Media – which has the wizardry to convey voice and visual communication simultaneously - addresses these challenges. Instead of hoping that the PowerPoint will speak for itself, a New Media tool such as GoldMail allows you to articulate precisely why your value proposition makes sense for the target. Instead of hoping that the decision maker will stay engaged while reading a long email, an audio-visual explanation will “grab” the attention of the recipient and the message will be better absorbed and retained for longer.

Instead of hoping that the PowerPoint will speak for itself, a New Media tool such as GoldMail allows you to articulate precisely why your value proposition makes sense for the target.



3. Spending Time Effectively – The wasted time chasing the prospect or client with phone calls and emails

It's such a waste of time. You've sent the email, you've sent the brochure and Power Point and you've left the phone message, and now you're following up. You have no idea if the person has read your email or listened to your voice message. You would love to get them on the telephone, with the material you sent in front of them, and go through it together. The chances of that happening, given the demands on everyone's schedules and the dramatic reduction in the amount of time the average professional is seated at their desk in front of a computer, are very low, and dropping.

New Media can help dramatically, particularly asynchronous communications, a fancy word for a communication that doesn't require a connection in real time, a communication where the recipient can get the message at the time (and place) of her choosing. The truth is that everyone is protecting their time, and we all want to allocate it in a manner that is most convenient and effective. The result is that many of us put a premium on being able to "get up to speed" on a subject matter when it suits us best, not when it happens to work for the person seeking to impart their information to us.

The beauty of voice and visual messaging is that it allows the recipient to decide when they are ready to focus and to "get the message". This is of course a welcome convenience for the recipient, but it is also a bonus for the sender, as it is more likely that the recipient, having chosen when to receive the communication, will be focused and attentive.

The beauty of voice and visual messaging is that it allows the recipient to decide when they are ready to focus and to "get the message".



it has a much greater impact that one-dimensional communication, and thus it has a much higher chance of "connecting" you with the recipient.

Moreover, unlike voicemail and email - and other forms of asynchronous communication - a voice/visual message is significantly closer to a face-to-face meeting; it has a much greater impact than one-dimensional communication, and thus it has a much higher chance of "connecting" you with the recipient. Your voice – with its emotion and nuances – together with the images and documents – combine to create a message that is absorbed more fully than an email or a voicemail.

The other benefit of voice-visual communication is that the sender can know if the message was viewed, who viewed it, and how many times it was viewed. This information is invaluable in allocating your time and effort. Clearly, if your message has never been played, this likely conveys a lack of interest. Conversely, when you see that your message has been played and/or it's been viewed by multiple parties or played multiple times, it is very likely you have a priority prospect. In the old world of email and voicemail, you're shooting in the dark and allocating roughly the same time and resources to all prospects. In the world of voice and visual communication, your time can be properly focused on the targets that demonstrate the greatest interest in your value proposition.

4. Inspiring the Close - The difficulty of closing the deal without being face-to-face.

It's axiomatic that closing – getting that final commitment – involves a variety of factors – from the quality of the offer, budget considerations, timing and myriad others. One element that is almost always critical is the emotional state of the prospect. Have you put the prospect at ease? Have you triggered any positive feelings towards the offer or towards you as a person? Have you touched your prospect in a manner that goes beyond her intellect?



Usually, emotional connections are best made when you are in person, face-to-face with the prospect. Your mannerisms convey emotions, as does your body language and hand gestures. And, probably the most powerful force is your voice. Your tone, the speed at which you talk, the phraseology you choose and warmth or coolness with which you speak – all of these can help create that important emotional connection.

Obviously, great brochures and well-written emails can inspire some amount of emotional reaction. But, until the recent advent of voice visual messaging, most salespeople were without a tool to take advantage of all the emotional throw-weight contained in their voice, that hugely personal characteristic by which you are recognized and understood.

With voice-visual messaging, the recipient will hear your enthusiasm and sincerity. The recipient will “get” that you believe deeply in the proposition you are conveying, and your voice will reflect your energy and passion. Further, because you can speak directly to the recipient – and not have to rely upon generic content – you can make references to shared experiences; to remind her of interests in common – in short – you can support and augment the connection you’ve already made. Creating this type of connection, this sense of commonality and feeling of camaraderie, is often the determining factor in closing a sale. Voice visual messaging gives you a good chance to be successful in making this important connection.