

## Marylou Tyler: PredictableEDU Emails

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Please Note:

Any bold, italic, highlighted, or indented text should be used as shown.

Any underlined text is a link to the sales page.

Any text **highlighted in green** is a comment and shouldn't be in the final copy.

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#### **Email 1:**

**Subject: How to fill your sales funnel to bursting ...**

**... with prospects who *buy***

I saw this comment on Amazon, <<Firstname>>.

Can you relate to it?

*“Prospecting is CRITICAL. Yet very few sales reps or managers do it well, or at all. It’s treated like:*

- 1. A fire drill when revenues are down, or*
- 2. Something done or thought about when there is time.”*

- V. Figueroan

89% of reviewers gave my book, *Predictable Prospecting* 5 stars.

But it's **not** why I'm writing.

**I'm looking for 30 A-list professionals who are ready to end this problem for good...**

...opening a flood of high-quality sales opportunities.

If you are among the serious few who accept this invitation, I promise you more prospects who:

- ✓ Close faster
- ✓ Spend more

- ✓ Stay longer

Everything becomes more profitable and predictable.

Clayton Reed saw an extra \$5.5million-worth of opportunities:

*“The process, training, measurement and feedback system that she teaches enabled our organization to develop an outbound prospecting team which **generated over 250 qualified opportunities with a value of \$5.5M in a period of 6 months.**”*

- Clayton Reed, Senior Vice President of Global Sales, Lifesize

How did it happen?

This process is divided into 4 parts:

1. **Assess:** What’s making YOUR prospecting unpredictable? What are your bottlenecks? And how can you adapt this method – used by UPS, Gartner, Apple and Bose – to haul in those quality contacts you can close?
2. **Assemble:** Build and manage a proven follow-up sequence - to predictably close new customers within 22 days of their first contact.
3. **Activate:** What should you do after you push the start button? How can you handle the deluge of new opportunities? And how can you tell which prospects are most likely to buy NOW?
4. **Optimize:** Relentlessly tested techniques for faster sales-boosts. (**Expect to close 90% of all opportunities at the end of your pipeline.** I have never heard of anyone closing fewer than 40%.)

This class only lasts 2 days.

But I *guarantee* it’ll change your approach to your entire pipeline.

And, unlike reading a book, you’re shown how these new breakthroughs apply to YOUR business. Nothing is left to question.

*“If you are committed to a better future in your business, you are in the right place with Marylou Tyler. Follow Marylou’s Predictable Prospecting for proven success processes.”*

- Brad Lloyd, Sales and Marketing Maven

*“The class was great value to me, don’t miss the opportunity.”*

- Steve MacPherson

*“If you want to generate a Predictable Pipeling for your business then you should definitely take Marylou as a coach.”*

- Amit Lakhwani, CEO, Global Vision Technology LLC

Amazingly, most people will not bother to look further than this email.

Most people are happy to carry on with unpredictable profits and wasted opportunities.

But I’m not looking for ‘most people.’

I'm looking for the 30 exceptional ones who are different...who are willing to say "Show me."

Is this you?

Please accept your invitation now, while you have this email open.

Best,

Marylou Tyler

P.S. This process has been criticized too.

I'll tell you why tomorrow.

Because if you can overcome this simple objection, your sales-people could be closing 40-90% of all opportunities.

## **Email 2:**

**Subject: Revealed: Why most sales people only last 2 years**

What's the reason?

As well as selling they have to find prospects too.

And successfully juggling both ends of the sales pipeline is almost *impossible*.

So prospecting is treated as a *spray-and-pray* solution when profits are down.

Want to fill your pipeline with the right prospects – the ones who **buy** – and keep it filled?

**Give me 2 days and I will give you...**

...More customers ... spending more money ... over a longer period.

Clayton Reed did. And it made a difference of **\$5.5million** to his bottom line:

*"The process, training, measurement and feedback system that she teaches enabled our organization to develop an outbound prospecting team which generated over **250 qualified opportunities with a value of \$5.5M in a period of 6 months.**"*

*- Clayton Reed, Senior Vice President of Global Sales, Lifesize*

When clients attend this event, I often suggest they hire separate prospecting staff.

Many are hesitant.

But when you do it, every part of your pipeline becomes scalable and efficient.

Dedicated prospectors send high-quality leads to dedicated sales people.

And finding staff to fill these positions is easy, because you are also shown...

- ✓ **8 little-known steps** for sucking up high-quality leads like a tornado. Once you have this system in place, you can *leave it humming along while you call and close*
- ✓ **Relentlessly tested email and phone sequences** that reveal who is ready to buy *now*. Build this 7-checkpoint system and *you can actually forecast revenue* before it arrives
- ✓ How to plug those profit-leaks – for windfall savings throughout your organisation. **You close 40-90% of all opportunities** – and with a lot less stress.

*“Tyler makes outbound prospecting far more productive, predictable and profitable,”* said Jay Abraham – yes, the Jay Abraham - founder of Abraham Group Inc.

*“Her latest thinking is not only worthwhile, it’s a MUST if your business goal is increased revenue performance.”*

Surely increased profits are YOUR business goal.

**So why not accept this invitation now – before places fill?**

Best,

Marylou Tyler

P.S. Are you stuck in the ‘automation trap.’

Virtually every business I see wants total automation.

But this could be having a negative effect on your overall profits - and make them unpredictable.

I’ll suggest another solution in an upcoming email. One which could help you close almost 3 times as many deals.

### **Email 3:**

**Subject: <<Firstname>>, are you missing this killer prospecting opportunity?**

It's so simple ...

... just ask your customers:

*‘On a scale of 1-10, how satisfied are you with our product/service?’*

Those who rate you 9-10 are **very** likely to give you a referral.

And these referrals have a lead-to-deal conversion rate of 3.63% - more than *double* any other source of prospects.

Shockingly few businesses do this.

Do you?

Even fewer send the right follow-ups - leaving yet more customers for someone else.

(More on this tomorrow)

And *most* sales people just accept these prospecting howlers. So their profits are *never* predictable. Prospecting is treated as a fire-drill when revenues are down.

I'm willing to bet you're different.

Like John Sekevitch, you want a predictable way to fill your pipeline with high-quality leads which *close*....

*"Marylou Tyler has by far the best approach to impacting revenue gains for companies pursuing growth in B2B businesses...I guarantee, if Marlou's processes and approaches are adhered to religiously, growth ambitions will be realized."*

*- John Sekevitch, Sales & Marketing Global Leader, Strong Consistent Record-  
New Logo Acquisition*

**...So will you do the same? Will you accept this invitation and prove me right?**

Everyone has a prospecting bottleneck, << first name >>.

And these 2 days away are *guaranteed* to solve yours.

Imagine returning to your colleagues *knowing*...

- ✓ How to haul in **more ready-to-buy leads...while you call and close**
- ✓ **How to know which customers are most likely to buy**
- ✓ **How to close 90% of all opportunities at the end of your pipeline.** (I have never heard of anyone closing fewer than 40%.)

Once your prospecting is predictable, your profits are too.

*"Marylou is such a wonderful teacher! She not only gives you the structure, she includes the logic behind the structure."*

*- Allison De Paoli, Benefits Strategist, Bestselling Author*

*"Predictable prospecting has become the cornerstone of my business success, due to the data-driven prospecting that complements the art of sales. Marylou's strategies allow for: KPIs that predict future success, measurement of what it (and isn't) working, and frameworks to optimize the outreach message."*

*- Mark Marquez, Enterprise Business Development Representative*

*"Marylou thank you so much for your generosity. You have taught the best class I ever took online. This is a must take class for any sales rep, marketing professional or*

*company that want predictable prospecting and want to understand how to influence their target market buying journey.”*

*- Stephanie Boyard, Marketing and Sales Consultant.*

No, this is not for everyone.

But only 30 places are available.

So please, **consider your invitation now – while you have this email open.**

Best,

Marylou Tyler

#### **Email 4:**

**Subject: Is prospect automation harming YOUR profits?**

All too often I meet clients obsessed with automation, <<Firstname>>.

They want a set-and-forget, push-button solution which converts new leads hands-free.

But profits become most predictable with hyper-personalization.

By that I mean sending individual messages to individual prospects. Overall, you save time, because you're selling more.

*“I believe Marylou has found the path that, if you are willing to travel, leads you to a true understanding of sales productivity.”*

*- Mark Kosoglow, Vice President of Sales, Outreach SaaS*

*“The process, training, measurement and feedback system that she teaches enabled our organization to develop an outbound prospecting team which **generated over 250 qualified opportunities with a value of \$5.5M in a period of 6 months.**”*

*- Clayton Reed, Senior Vice President of Global Sales, Lifesize*

The trick, of course, is knowing which prospects are worth the effort.

**Can you spare 2 days discovering how?**

As you'd expect, many cannot.

(Which is why only 30 places are available at this *Predictable Prospecting event.*)

However, should you accept, I guarantee to help flood your pipeline with more high-quality leads who *pay*. That means...

- ✓ More customers
- ✓ Spending more money

- ✓ For a longer period

My methods have worked for Gartner, UPS, Bose and Apple.

However, more importantly, I show you how to make this work for YOU.

Perhaps this is why famed experts like Jay Abraham have described this training as a MUST:

*“Tyler makes outbound prospecting far more productive, predictable and profitable. Her latest thinking is not only worthwhile reading, it’s a **MUST if your business goal is increased revenue performance.**”*

*- Jay Abraham, founder and CEO of Abraham Group, Inc*

Once your prospecting is predictable, your profits are too.

**Someone has to do this.**

But only << remaining places >> places remain.

Will you consider *your* invitation now – before they’re all gone?

Best,

Marylou Tyler

#### **Email 5:**

**Subject: “Need a sales-pumping opportunity engine?”**

*“... then let Marylou Tyler’s Predictable Prospecting show you how to implement one.”*  
*- Jerry Dyas, Vice President of Field Aware.*

**Here’s your invitation. Only << remaining places >> places remain.**

“Let me tell you upfront it takes thought, patience, determination,” said Jerry, “but once you’re done you are ahead of your competition who is looking for a quick fix.”

He’s right.

Within 6 months of putting this method to work, Clayton Reed had an extra 250 qualified opportunities.

*A total value of \$5.5MILLION.*

“Marylou is truly an expert in helping organizations build their B2B pipeline,” said Clayton.

Yet the process is simple.

In 2 days, you’re shown how to fill YOUR pipeline to bursting - with prospects who:

- ✓ Are more likely to buy

- ✓ Spend more money
- ✓ Stay with you for longer

In my experience, **this method closes 90% of all opportunities at the end of your pipeline.** (I have never heard of anyone closing fewer than 40%.)

And I've consulted every kind of business – from small B2B operations in specialist fields...

...all the way up to large, multi-national corporations like UPS, Gartner, Bose and Apple.

*"Tyler makes outbound prospecting far more productive, predictable and profitable. Her latest thinking is not only worthwhile reading, it's **a MUST if your business goal is increased revenue performance.**"*

*- Jay Abraham, founder and CEO of Abraham Group, Inc*

*"I am thoroughly enjoying Predictable Prospecting. I am **looking forward to reaping the benefits** of your 28-years of success! Thank you!"*

*- Michael Oliveri, VP of Sales, AccuPay Payroll*

*"In this world we have all known to be so unpredictable, Marylou **combines great wisdom and knowledge to help solve the pipeline development challenge we all face daily.**"*

*- Nick Scaglione, Vice President of Sales and Business Development, VoxGen*

Prospecting is a daunting task I know.

It's easy to put this off until profits are down.

But if you tackle this *now*, I guarantee you a steady supply of quality leads while you call and close.

Once your prospecting is predictable, your profits are too.

*"The best sales people I know follow a process. Marylou **lays out a meticulous roadmap and process that if followed will lead to success.** To borrow a phrase. 'Follow the yellow brick road.'"*

*- Paul Pancoe, Digital Supply Chain AI Expert*

I **guarantee** this will change the way you look at your entire pipeline.

But you haven't much time to act.

I only have 30 places.

**So please, accept your invitation now – before someone else takes your spot.**

Best,

Marylou Tyler