

Write Emails



that People LIKE to Read







Discover simple solutions



that deliver remarkable results.

Communication

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3. **42% more productive** with key data elements provided within the first email paragraph – McKinsey, 2023

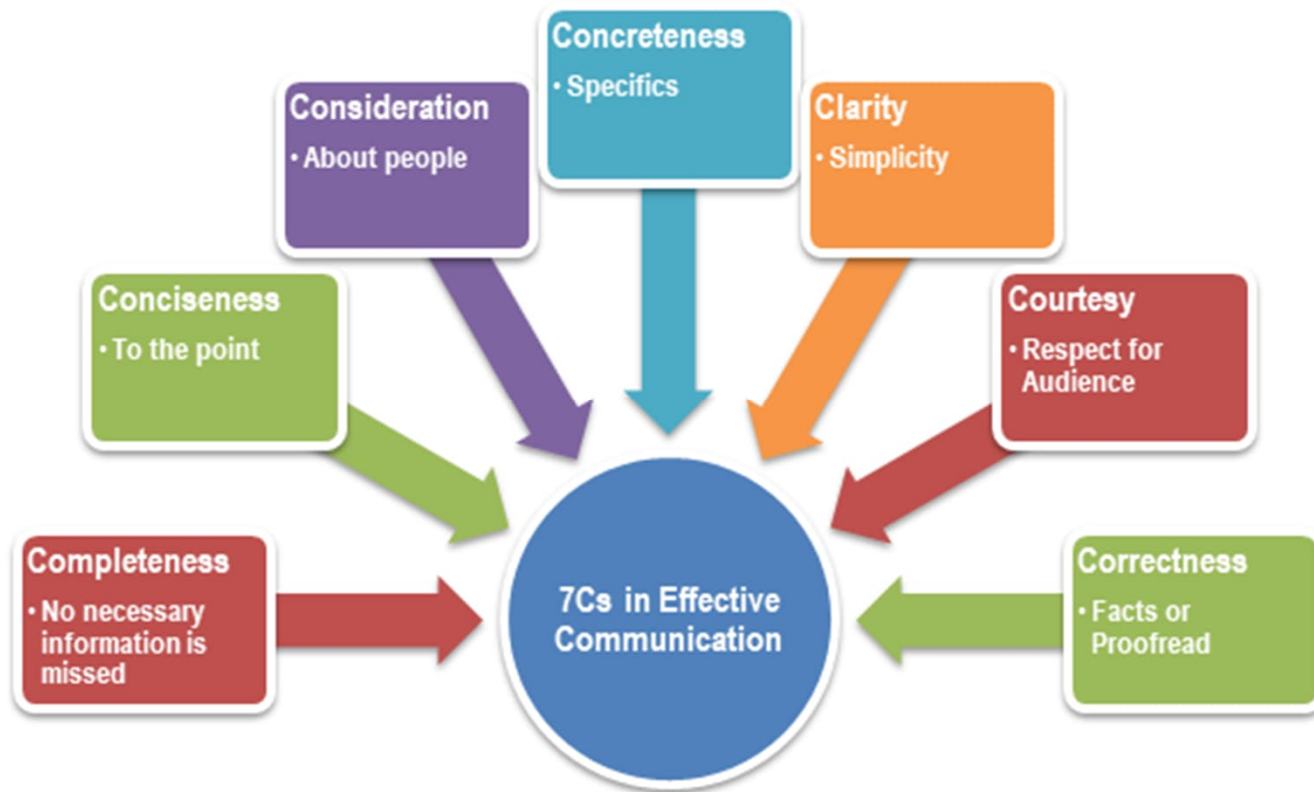
Efficient. Effective. Easy.

Communication

1. Compose actional Subject Lines
2. Deliver clear-cut messages

Efficient. Effective. Easy.

7Cs of Communication



<https://www.youtube.com/watch?v=BkGJ8B85SKE&t=88s>

CRITERIA

- **Audience**
- **Action**
- **Format**

How the customer
explained it.



How it was
understood.



How it was re-explained
and understood.



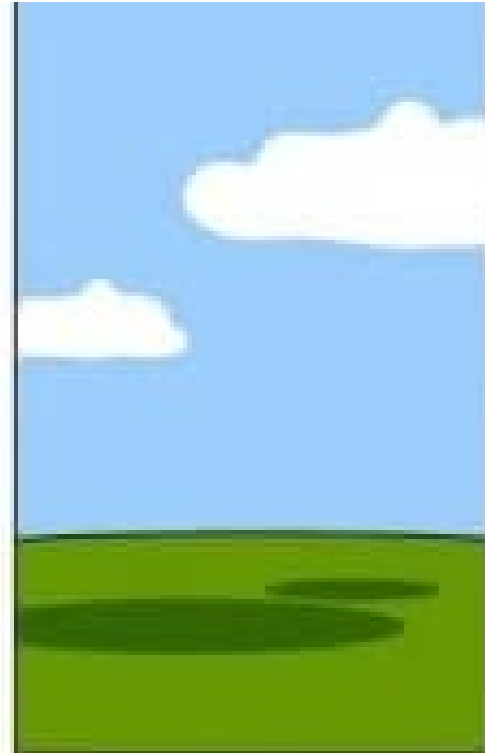
How it was installed.



How it was fixed.



How it was
documented.



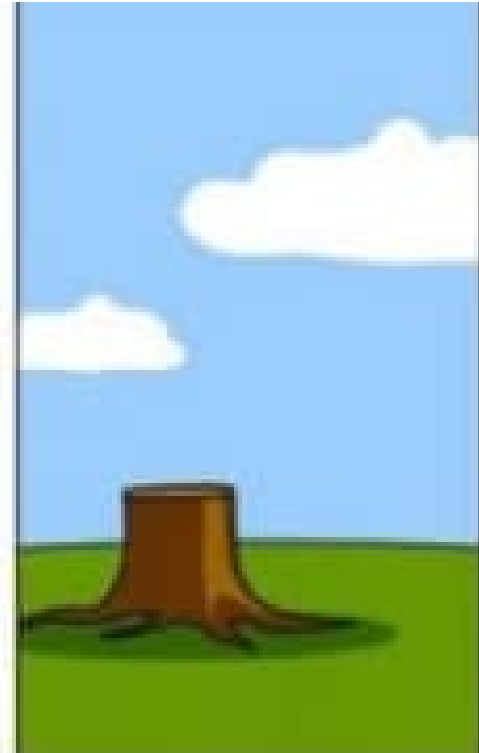
How it was
reconstructed.



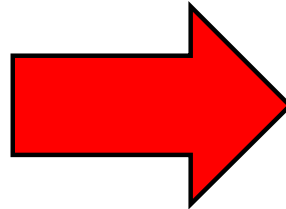
How it was billed.



How the
customer felt.



Meet or Exceed Expectations.



How are your emails received?



AUDIENCE

- 1. Internal / External**
 - A. Upper Management**
 - B. Other Departments**
- 2. Diversity**

EMAIL



BAD - SUBJECT LINES

[blank]

Something is wrong

The customer is very mad

Can you get this done?

HELP!

GOOD - SUBJECT LINES

- **A**ction to take (if possible)
- **C**ustomer Name (and ID)
- **T**opic (Subject)

Repricing for New Prospect Mattress Warehouse #123

Need RFP for Bianca's Bicycles #456

Add Rebates for Robert's Restorations #789

UPDATE Subject Lines

SIZE	FROM	SUBJECT	RECEIVED ▼
112 KB	ESI Rebate Reporting	Express Scripts Rebate Files	Fri 1/17/2020 12:21 PM
105 KB	ESI Rebate Reporting	Express Scripts Rebate Files	Fri 1/17/2020 12:21 PM
101 KB	ESI Rebate Reporting	Express Scripts Rebate Files	Fri 1/17/2020 12:20 PM
108 KB	ESI Rebate Reporting	Express Scripts Rebate Files	Fri 1/17/2020 12:20 PM
113 KB	ESI Rebate Reporting	Express Scripts Rebate Files	Tue 1/7/2020 12:18 PM
104 KB	ESI Rebate Reporting	Express Scripts Rebate Files	Tue 12/31/2019 12:20 PM
102 KB	ESI Rebate Reporting	Express Scripts Rebate Files	Tue 12/31/2019 12:19 PM

SIZE	FROM	SUBJECT	RECEIVED ▼
112 KB	ESI Rebate Reporting	Express Scripts Rebate Files - 11242 ←	Tue 2/25/2020 4:37 PM
113 KB	ESI Rebate Reporting	Express Scripts Rebate Files - D23A ←	Tue 2/25/2020 4:37 PM
113 KB	ESI Rebate Reporting	Express Scripts Rebate Files - 8530 ←	Tue 2/25/2020 4:36 PM
105 KB	ESI Rebate Reporting	Express Scripts Rebate Files - 7948 ←	Tue 2/25/2020 4:36 PM
112 KB	ESI Rebate Reporting	Express Scripts Rebate Files - 7878 ←	Tue 2/25/2020 4:36 PM
104 KB	ESI Rebate Reporting	Express Scripts Rebate Files - ESDA ←	Tue 2/25/2020 4:35 PM
107 KB	ESI Rebate Reporting	Express Scripts Rebate Files - 8636 ←	Tue 2/25/2020 4:35 PM



Bad Subject Lines	Good Subject Lines
Quote this	Quote KPPC for Bianca's Bicycles #456
Need your help	Need 2020 Q1 Rebates for Gaby's Groceries #321
Report needed for client	Send KPCM Non-Specialty for Kyle's Kraft Beers #626

SUBJECT LINE

- **A**ction (to take)
- **C**ustomer (Name & Number)
- **T**opic (Subject)



BAD - Message Format

“See Below”

I just created a couple of reports in your folder, actually copied from the existing ones. First of all, I managed to get all the GCNs that can have at least a potential GENERICS item. Used the same report as yours and filtered them via Buying group and not the quote itself. There are around 3000 GCNs that I later exported into a text file (attached). Please note that along with the buying group, we normally also exclude a specific Quote number 19320 to determine whether it is a GENERICS item or not. Please feel free to add it to the GENERICS GCN – based on buy group report.

Created a filter GENERICS GCNs with the GCN list of values and also added the same filter condition as the main report. Once this is used with the Sales metric, it will provide the OTHER GENERICS sales for those GCNs in the list.

Below is an example of the report. Hope this is showing the data correctly now.

You can modify your report accordingly, but as I said earlier, it shouldn't be run for a large number of customer accounts and also one should refresh the GCN list time to time to get the current list of GCNs that have a potential GENERICS item.

Please add color if you are wanting to keep the accounts on the incentive for now and if not we will remove or you can type remove next to each one you want to remove.

We figured there would only be a few that would remain on past the next 2 weeks and each of those would have a different strategy and timeline to increase performance. Remember most have not performed for more than a year and some may never have performed or may not fit the performance criteria.

In order for the West to be measured fairly against other regions and buy groups we need to remove as many as possible where we do not see them changing habits in the next couple of months as we continue to reflect lower than we should due to these accounts.

Reasons behind the decision come down to running a lean mean rebate machine. Finance reserves a full 7% rebate for every customer on the GENERICS incentive. When we make adjustments, either positive or negative, it is compounded by all customers. In the past, we've been off by big bucks which get rolled up with other Regions then to Corporate and eventually to Wall Street. Talking heads and spin doctors take it from there and the wild ride ensues.

There are several other minor to major aspects, but this is the main gist. It is better to be more accurate in the reporting or forecasting than not. Plus we recently removed nearly 100 customers that were “just loaded” to the GENERICS incentive in a large clean up effort. Several of those customers, who did not give us the minimum of 10% GENERICS to Rx sales had their COG changed.

With all that in mind, did you want to still load the customer to the GENERICS Incentive? I'm fine either way – just want you to make an informed decision and I'll back you all the way.

MESSAGE FORMAT

- 1. Summary Sentence**
- 2. Supporting Information**
- 3. Due Date**

GOOD - Message Format

SUBJECT LINE:

Metastorm Assignments Due 05/15/2024

MESSAGE FORMAT:

You have until **May 15th** to submit your competitive pricing into Metastorm.

Early Bird Special: You currently receive a Metastorm REMINDER e-mail on the 10th of each month.

All submission (early or late) are beneficial but only those submitted by the 15th count towards our overall completion %.

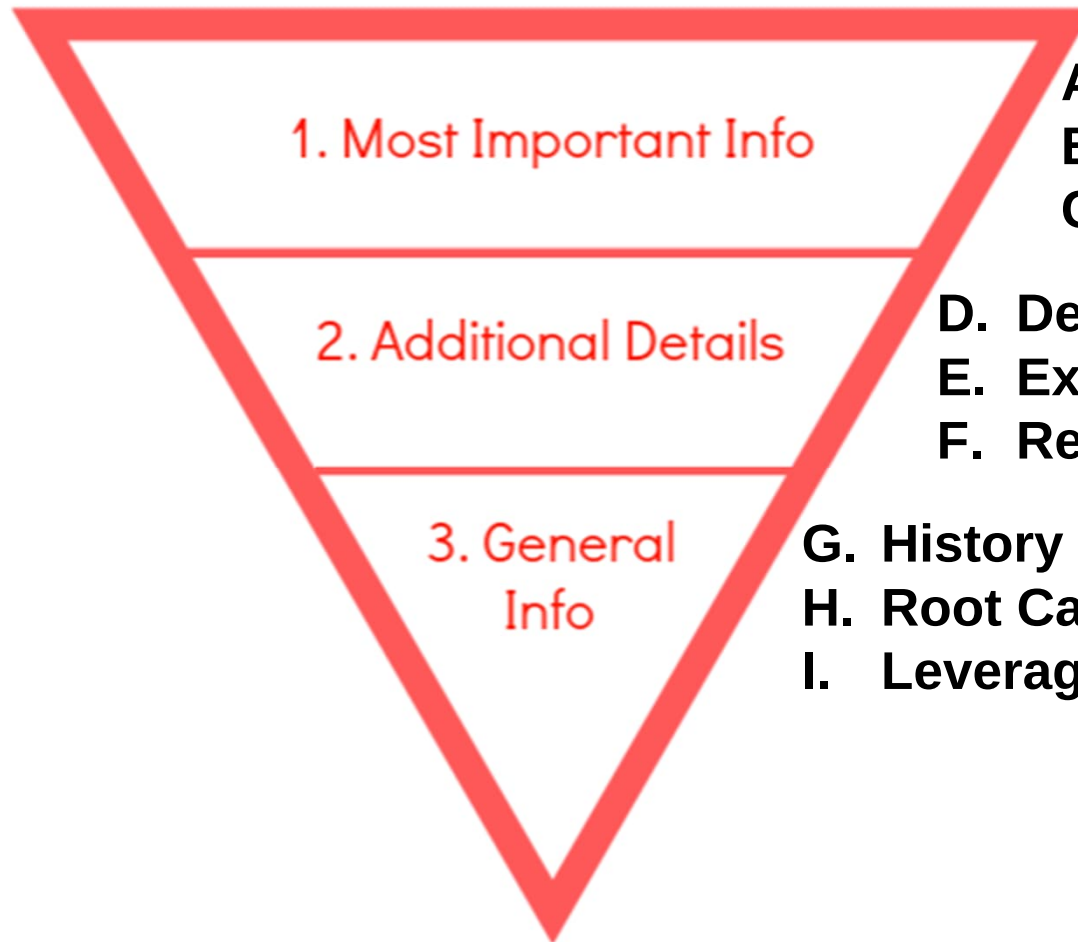
Thank you for your continued support!

Summary Sentence

Bottom Line On Top (BLOT) 1970s – 1980s

Bottom Line Up Front (BLUF) 2010s – 2020s

Inverted Pyramid Message Format



- A. Action, Customer, Topic**
- B. What is needed**
- C. Deadline**
- D. Details of what happened**
- E. Examples of problem**
- F. Recommendations**
- G. History (if applicable)**
- H. Root Cause (if applicable)**
- I. Leverage CRM Tool (Salesforce)**

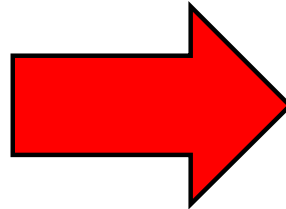


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