

The Email Cemetery

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Synopsis

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Wondering why your sales prospects keep ghosting you? Want your sales outreach and your revenue goals to come alive? Want to sanity-check your email habits to see if you're at risk of becoming a sales zombie? *The Email Cemetery* lets you dig deep into real sales emails that died on the way to their prospect's inbox. Professional sales trainer, Charlene DeCesare, uses helpful humor to guide you through the headstones within the email cemetery. You will sift through complete email post-mortems, discover how to self-diagnose your email persona, and learn what it will take to get your emails "and your sales goals" off life support.

Through a balance of wit and expertise, this professional sales email coroner identifies:

- The most common email mistakes, categorized by eight humorous personas
- Exactly where these email cemetery residents went wrong
- A quick checklist of symptoms to see if you might be at risk
- Actionable advice for email resuscitation so your sales numbers don't flatline

Give your sales emails some much needed CPR and avoid the email apocalypse before it's too late!

Reader's comments

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