

Email Marketing and Sales Strategy

Joseph Dolce

Email Goals and strategies

- Goals:
 - Monthly Touch
 - Customer see your name more and become more familiar
 - Personal brand recognition
 - Always at the top of the Email inbox
 - Customize to relate to the customers market
 - Very Simple, easy to read, understand

Our two basic strategies for email marketing.

- Get a meeting
 - This is usually for net new prospects
 - Goal is to simply get in the door
 - At the very least, the target customers become familiar with your name and sales focus.
- Get relevant info to the people who need it.
 - Geared toward current customers
 - Latest products, pricing, and promotions
 - Keeps Panasonic relevant when new projects are being discussed.

DJ1

Sample Education Vertical Email to End User

The image shows a screenshot of an Outlook email draft window. The email is addressed to 'Education' and has a subject line 'Possible Meeting November 5th at 9:45'. It includes two attachments: 'Project and Display Reference Card.pdf' (7 MB) and '5 YEAR EDUCATION PROJECTOR WARRANTY!.pdf' (570 KB). The body of the email starts with 'Hi Steve,' followed by a paragraph about Panasonic Education market for Display and Projector in NYC, mentioning SUNY schools and the OGS contract. It then asks for a 15-minute meeting on November 5th at 9:45. The email ends with 'Thank you' and a signature for Joe Dolce, Territory Account Manager at Panasonic System Solutions Company. There are several annotations in blue boxes with arrows pointing to specific parts of the email: '15 minute meeting so customer feels can end the meeting at 10:00' points to the meeting time; 'Reference card and 5 year projection warranty with explanation of key part of attachment in document name' points to the attachment names; 'Repeat Current Meeting time and give alternate so can't give yes or no answer' points to the meeting time; 'Use current customers as examples' points to the list of SUNY schools; '6 sentences is more than enough.' points to the entire body text; and 'Higher Education Case Study' points to a link at the bottom of the email.

File Message Insert Options Format Text Review Help Tell me what you want to do

Clipboard Basic Text Names Include Tags Voice Salesforce My Templates

Send To Cc Bcc

Subject Possible Meeting November 5th at 9:45

Project and Display Reference Card.pdf 7 MB

5 YEAR EDUCATION PROJECTOR WARRANTY!.pdf 570 KB

Hi Steve,

I manage the Panasonic Education market for Display and Projector in NYC. We work with SUNY schools and are part of the OGS contract in NYC. Stony Brook University, F.I.T., and Maritime College to name a few. We were successful in lowering costs, while streamlining their product Line up. I would like to meet with you for 15 minutes on November 5th at 9:45 to learn more about your Universities 2020 Technology Road map. Does this time work for you? I also have time November 6th at 3:45 if the afternoon works better in your calendar. Please let me know which works best and I will send you a personal calendar invite.

Thank you

Joe Dolce
Territory Account Manager
Panasonic System Solutions Company
C: 201-360-9458

[REGISTRATION NOW FOR THE 5th ANNUAL END USER HARRISON NJ TECH SHOW](#)
Like Podcasts? Listen to mine!
Search Podasonic in the itunes store, Google play, or spotify!
[Podasonic on Appleitunes S1:E1](#)
[Podasonic on Appleitunes S1:E2](#)
S1:E1 is about how I found the AV world,
my core values, & the Panasonic 4K Fall Launch!
[NY NJ Higher Education Case Study published April 2019](#)

15 minute meeting so customer feels can end the meeting at 10:00

Reference card and 5 year projection warranty with explanation of key part of attachment in document name

Repeat Current Meeting time and give alternate so can't give yes or no answer

Use current customers as examples

6 sentences is more than enough.

Higher Education Case Study

Slide 3

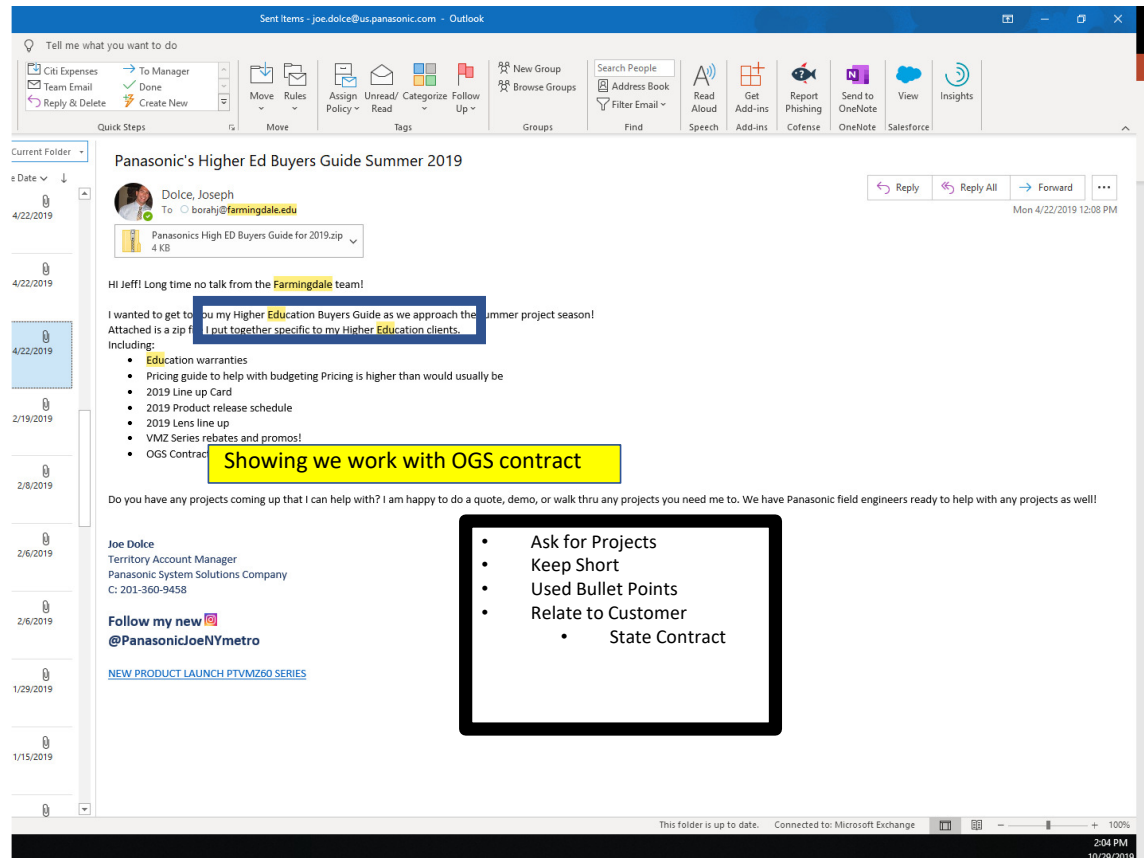
DJ1

Dolce, Joseph, 10/29/2019

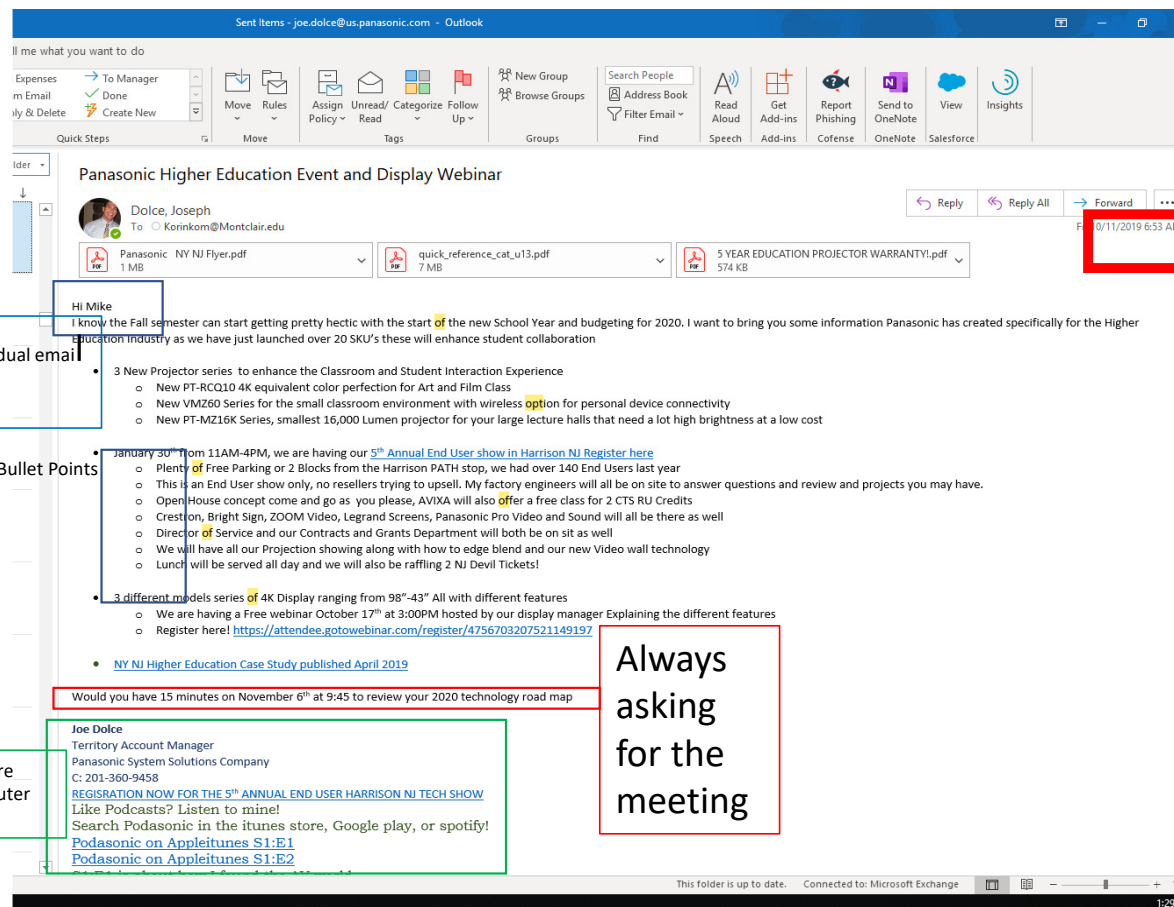
SUNY Education Personal Database for Monthly Email

2013 END USER CUSTOMER DATABASE - EDC								
File Home Insert Page Layout Formulas Data Review View Help								
Clipboard			Font			Alignment		
Paste Cut Copy Format Painter			Calibri 10 B I U Text Color Background Color			General \$ % & # Conditional Formatting Format as Table		
						60% - Accent... 60% - Accent... 60% - Accent... 60% - Accent...		
						60% - Accent... 60% - Accent... Neutral 2 Normal		
F19								
	A	B	C	D	E	F	G	H
	School	name	Title	Phone	Email	Contacted in April	Contacted in July	Contacted in Sept
1	FIT	Rick Hoar		212-217-34357	Richard_Hoar@fitnyc.edu	x	x	x
2	FIT	James Pearce			james_pearce@fitnyc.edu	x	x	x
3	FIT	Erika Damico			erika_damico@fitnyc.edu	x	x	x
4	FIT	James Hill			james_hill@fitnyc.edu	x	x	x
5	FIT	Jeffrey Borah	Director of IT	631-420-2661	borahj@farmingdale.edu	x	x	x
6	Farmingdale State College	Marty Brant				x	x	x
7	Farmingdale State College	Ira Melamed	Assoc Dir of Administrative Tech	631-420-2415	melamed@farmingdale.edu	x	x	x
8	Farmingdale State College	Alan Hlavenka	Instructional Support Technician	631-794-6369	hlavena@farmingdale.edu	x	x	x
9	Farmingdale State College	Richard Meyer	Instructional Support Associate	631-420-2444	meyerr@farmingdale.edu	x	x	x
10	Empire State College	Christopher Markham	CTO	518-587-2100 x2705	christopher.markham@esc.edu	x	x	x
11	Empire State College	John Hughes	Dir, Media Production Resources	518-587-2100 x2481	john.hughes@esc.edu	x	x	x
12	Empire State College	Julie Rummings	Instructional Designer & Multimedia Specialist	518-587-2100 x2970	julie.rummings@esc.edu	x	x	x
13	Hudson Valley Community College	Jonathan Brennan	CIO	518-629-7311	jbrennan@hvcc.edu	x	x	x
14	Hudson Valley Community College	Sarah Garrand	Deputy CIO	518-629-7311	s.garrand@hvcc.edu	x	x	x
15	Nassau Community College	Elias Tarquino		516.572.7412 ext 25842	Elias.Tarquino@NCC.edu	x	x	x
16	SUNY School of Optometry	Maureen Morley		212-938-5845	Mmorley@Sunnyopt.edu	x	x	x
17	College of Optometry	Fiona Dhiraj		212-938-5727	fdhiraj@Sunnyopt.edu	x	x	x
18	College of Optometry	Robert Pellot CIO		212-938-5720	Rpellot@SunnyOpt.edu	x	x	x
19	College of Optometry	Louie Bacosa		212-938-5716	lbacosa@sunnyopt.edu	x	x	x
20	College of Optometry	Luigi Affortunato		212-938-5725	laffortunato@sunnyopt.edu	x	x	x
21	Stony Brook University	Richard Holliday		631-632-1027	richard.holliday@stonybrook.edu	x	x	x
22	Stony Brook University	Michele Rindos			Michele.Rindos@Stonybrook.edu	x	x	x
23	Stony Brook University	Joshua Klein		631-632-2836	Joshua.Klein@SCGP.stonybrook.edu	x	x	x
24	Stony Brook University	Rich Tullipan		(631)632-1821	richard.tullipan@stonybrook.edu	x	x	x
25	SBU - CUIT	Bin Zhang	Associate Dir. of Computing Services	631-216-7116	bin.zhang@stonybrook.edu	x	x	x
26	SBU - CUIT	Boris Yakovich	Service Admin	631-216-7138	boris.yakovich@cewit.stonybrook.edu	x	x	x
27	Westchester Community College	Jerry Maselli			Gennaro.Maselli@sunnywcc.edu	x	x	x
28	Westchester Community College	Richard McCusker	Procurement		Richard.McCusker@sunnywcc.edu	x	x	x
29	Westchester Community College	Anthony Scordino			Anthony.Scordino@sunnywcc.edu	x	x	x
30	Westchester Community College	Peter Asp			Peter.Asp.sunnywcc.edu	x	x	x
31	Rockland Community College	Janice Goldstein			jgoldste@sunnyrockland.edu	x	x	x
32	Suffolk Community College	Peter Degregorio				x	x	x
33	Suffolk Community College	Paul Basilep	ETU Coordinator	631-451-4854 (516) 876-3379	basilep@sunnysuffolk.edu	x	x	x
34	Old Westbury	Evan Kobolakis		516-628-5656	Kobolakis@oldwestbury.edu	x	x	x
35	Old Westbury	Ed Brunet			brunete@oldwestbury.edu	x	x	x
36	Maritime College	Keisha Brown	CIO	718-319-1031	kbrown@sunnymaritime.edu	x	x	x
37	Maritime College	Margie Maillard	Associate Director	718-409-4855	mallard@sunnymaritime.edu	x	x	x
38	Maritime College					x	x	x

Monthly SUNY Email “Touch” Sent to each Prospect/Customer




Sample Monthly Email, Prospecting for Display Webinar, Education Show, and Meeting



Prospect email to Corporate

Re: Possible Meeting September 5th at 9:45

 Dolce, Joseph
To: Alan Long

Great! Talk then

Joe Dolce
201-360-9458
Sent from my iPhone
Please excuse any typos

On Aug 22, 2019, at 5:14 PM, Alan Long <Alan.Long@bedbath.com> wrote:

Hi Joe,

We will look to see if we can meet.. I will be back to you on Monday.

Thanks,
Alan


From: Dolce, Joseph <joe.dolce@us.panasonic.com>
Sent: Thursday, August 22, 2019 1:57 PM
To: Alan Long <Alan.Long@bedbath.com>
Subject: Possible Meeting September 5th at 9:45

Panasonic did some work with **Bed Bath and Beyond** a few years back through Insight enterprise for some displays.

With the amount of locations you have you fall in line with our Enterprise pricing structure. This makes it very easy **and** volume based pricing for 1 off product at the same cost, so you can budget ahead **and** not have to ask for quotes every time.

I have attached my Fall 2019 New Product launch. Also, we have a 48 hour advanced replacement display program for a warranty!

I would like to meet September 5th at 9:45 to learn more about **Bed Bath and Beyond**'s technology road map for 2020.
Does this time work for you? 15 minutes is all I ask for a quick introduction.

Joe Dolce
Territory Account Manager
Panasonic System Solutions Company
C: 201-360-9458
New < > @PanasonicJoeNYmetro

Reply Reply All Forward ...
Thu 8/22/2019 5:18 PM

This folder is up to date. Connected to: Microsoft Exchange

Current Customer who
we don't have
relationship
With anymore

1. Found this gentlemen's email address in old deal reg from 2015.
2. Checked LinkedIn to see if he was still with the company
3. Sent Email
4. Reminded him who Panasonic was and that we did work together already
5. Got meeting

Corporate Personal Database for Monthly Email

AutoSave Off 2019 END USER CUSTOMER DATA BASE.xlsx - Ex... Search Dolce, Joseph

File Home Insert Page Layout Formulas Data Review View Help

Clipboard Font Alignment Number Styles Cells Editing Ideas

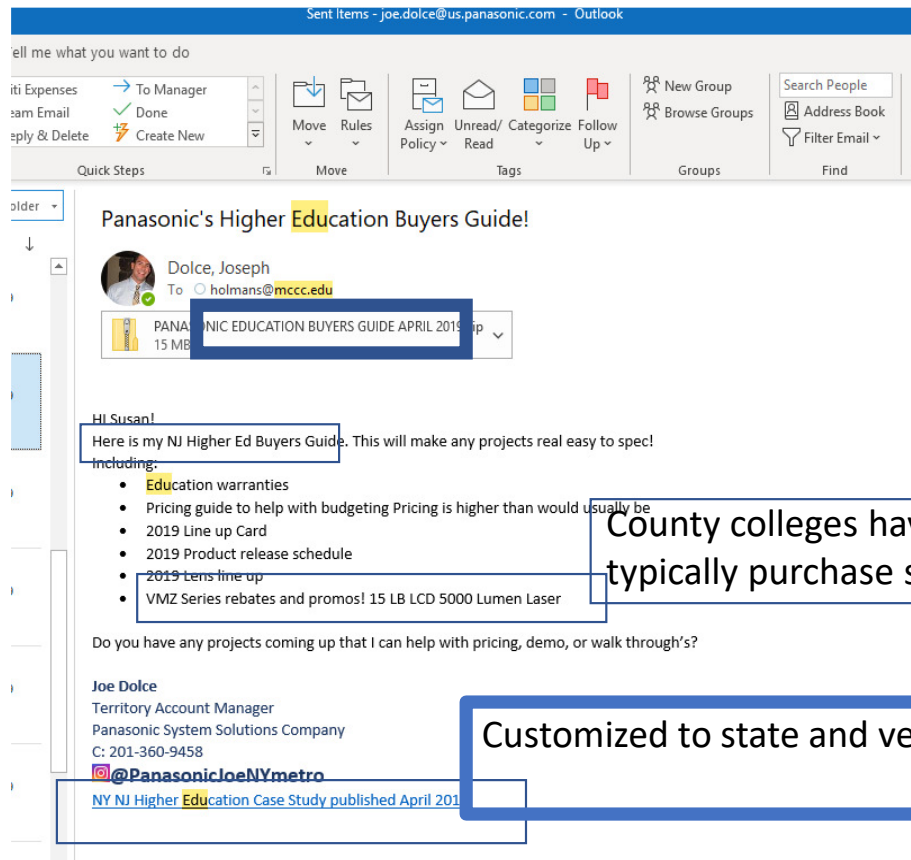
F46 x

	A	B	C	D	E	F	G	H	I	J
	Customer	Name	Phone Number	Email	Contacted May 2019	Contact July	Swag Bag	People who you hear back from since 7/30	Contacted October 3	Other
35	Jaguar	Robert Ferioli		rferiol1@jaguarlandrover.com	x	x		N	x	x
36	JP Morgan Chase	Robert Peccoli		robert.c.piccoli@jpmchase.com	x	x		N	x	x
37	Celgene	Matt Folina						N	x	x
38	Celgene	Kyle Jensen		ksjensen@celgene.com	x	x	x	N	x	x
39	Exxon	Mauro Straulino	908-335-3065	mauro.straulino@exxonmobil.com	x	x		N	x	x
40	Pfizer	David Ward		David.Ward@pfizer.com	x	x	x	N	x	x
41	Morgan Stanley	Nancy Trefny		Nancy.Trefny@morganstanley.com	x	x		N	x	x
42	Igloo Vision	Colin		colin@igloovision.com	x	x		Y	x	x
43	Memorial Sloan Kettering	John Kaminski		kaminskj@mskcc.org	x	x		Y	x	x
44	Google	Ian Sellers		ifs@google.com	x	x		Y	x	x
45	Sanofi				x	x		N	x	x
46	IP Soft	Ken Fleischer		Ken.fleischer@ipsoft.com	x	x	x	N	x	x
47	Mount Sinai	Guy Pulisi		guy.puglisi@mssm.edu	x	x	x	Y	x	x
48	Barclays	Jim Yates	917-841-2257	Jim.Yates@Barclays.com	x	x		Y	x	x
49	Barclays Capital Bank	Preeti Panchal	212-526-7000	Preeti.Panchal2@barclays.com	x	x		N	x	x
50	BlackRock	John Hoyt		John.Hoyt@blackrock.com	x	x	x	Y	x	x
51	Universal E Biz Solutions (handles Jeffries)	Saumil Pradhan		spradhan@uebiz.com	x	x		N	x	x
52	Universal E Biz Solutions (handles Jeffries)	Mike Felice		mfelice@uebiz.com	x	x		N	x	x
53	Stanley Black & Decker	Patrick Skiba		patrick.skiba@sbdinc.com		x		N	x	x

CUNY SCHOOLS SUNY NJ COUNTY New Jersey New York Private FOUND IN DEAL REG DATABASE Corp and Hospital Rental and Stage HOW ...

114%

NJ Community College Monthly Email touch



County colleges have small classrooms,
typically purchase smaller units

Customized to state and vertical

Museum Immersive Product Info Email and Display Webinar registration

Quick Steps | Move | Tags | Groups | Find | Speech | Add-ins | Cofense | OneNote | Salesforce |

Panasonic Museum Expo and New Immersive Product Info

Dolce, Joseph
To: acatbagan@lsc.org

Reply | Reply All | Forward | ...
Tue 10/8/2019 6:50 AM

PANASONIC SQ EQ CQ Breakdown.pdf 317 KB
quick_reference_cat_u13.pdf 7 MB
Panasonic 2019 Immersive Museum Products.pdf 1 MB
Panasonic End User Event NY NJ Flyer.pdf 1 MB

Hi
Hope all is well. I know you have been very busy with new Fall Exhibits. I wanted to touch base about a few things

- Attachment, "Immersive Museum Product" some of our newest Museum Immersive technology including new projectors and lenses specific to the creative world.
- I also sent you our Panasonic End User Event Flyer. The show is right off the PATH stop in our R&D Lab in Harrison NJ you can [register here](#) Also, let me know and I can send you a personal calendar invite as a place holder
 - Featured Partners include
 - Crestron, ZOOM Video, LeGrand, Bright Sign, Panasonic Pro Video, Panasonic Pro Sound, Panasonic Display and Projector
 - AVIXA 45 minute optional class for 2 CTS RU Credits as well!
- Lastly, we have a display webinar, hosted by our Display Product Manager on Thursday October 17th at 3:00 should run about 45 minutes. You may be interested in what our new offerings are. Please register with the URL below!
<https://attendee.gotowebinar.com/register/4756703207521149197>
Learn about our extremely competitive lineup, including new offerings that allow consideration in segments we couldn't compete in before.
See how our complete lineup of professional flat panel displays can work in any application and budget.

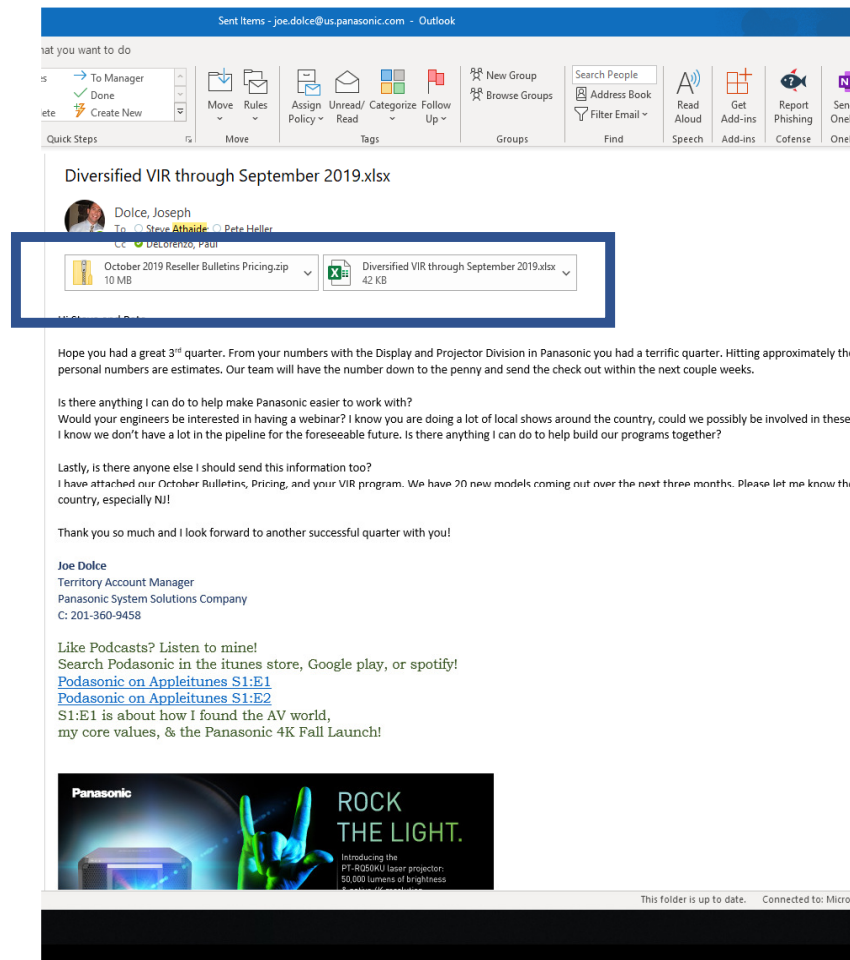
Thank you again for your continued interest in Panasonic, and I hope some of this information helps you for your future.

Joe Dolce
Territory Account Manager
Panasonic System Solutions Company
C: 201-360-9458
[REGISTRATION NOW FOR THE 5th ANNUAL END USER HARRISON NJ TECH SHOW](#)

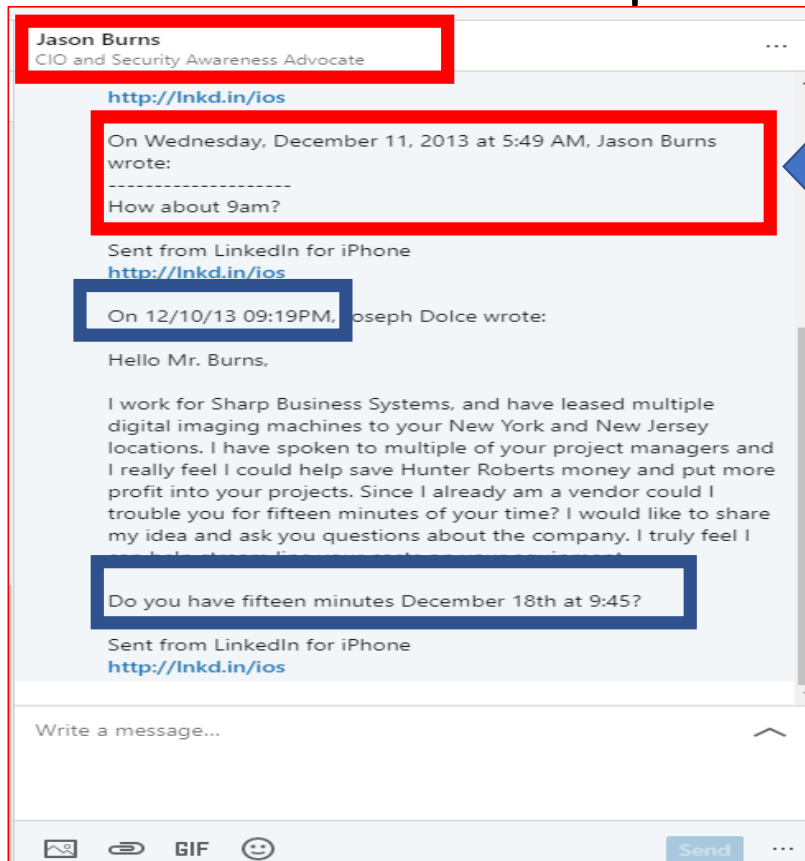
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[Podasonic on Apple iTunes S1:E1](#)

This folder is up to date. Connected to: Microsoft Exchange

Monthly Reseller Email to “C” Level

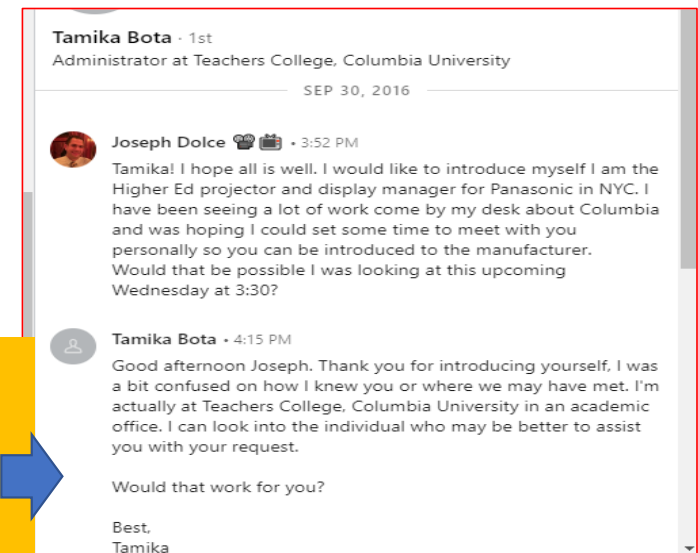


Linkedin Prospecting Inbox Message

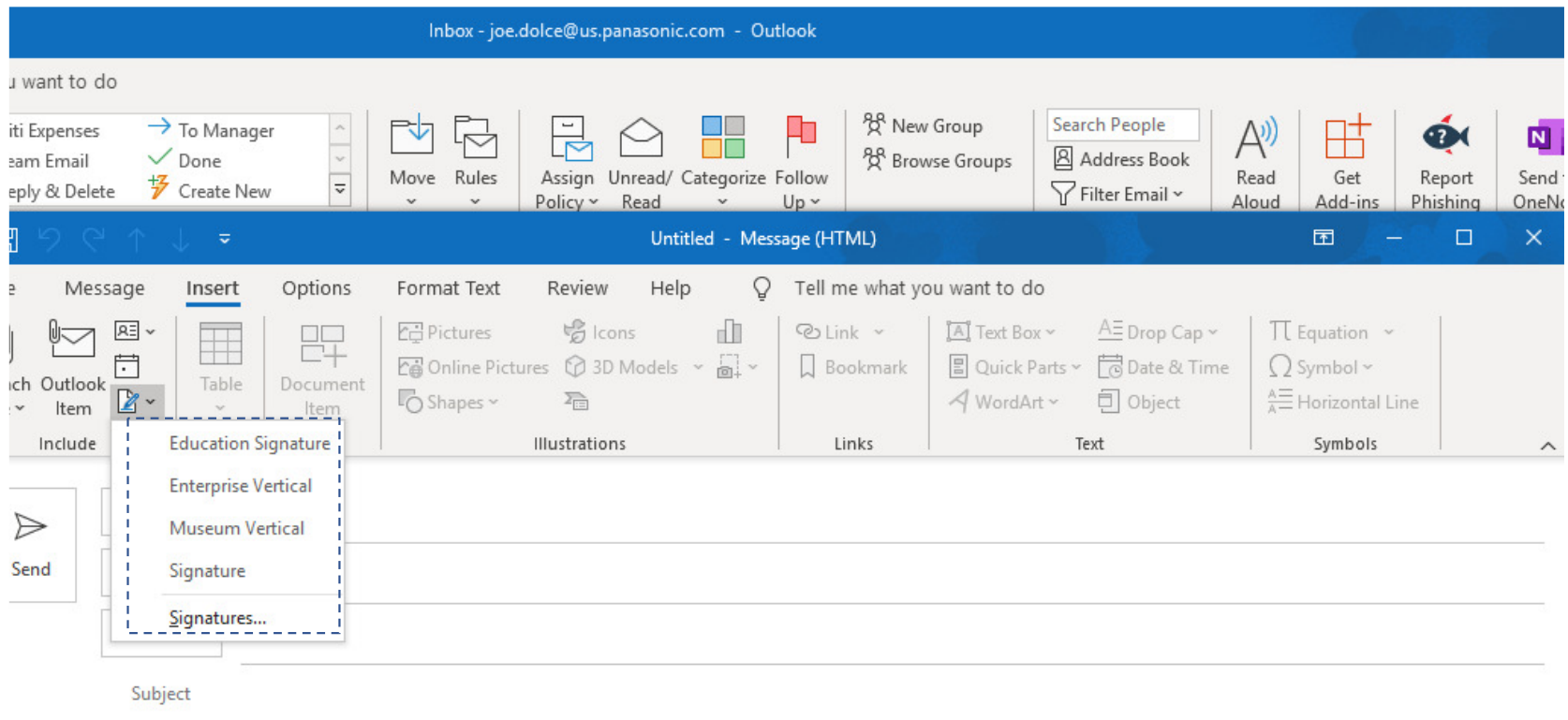


- Reached out directly to C Level
- Asked for a 9:45 meeting
- Kept to 5 sentences
- Sent at night to have first thing in LinkedIn inbox next morning

- Was having tough time finding contact so went bottom up
- She helped me get in the door and now we have this client



Signature Customization to Vertical



Dolce
territory Account Manager
panasonic System Solutions Company

Summary

- Always want to be at the top of inbox, Early emails are effective
- Give example of success story
- Monthly Touch – Too many makes you a nuisance not enough makes you invisible
- Customize attachments to about that vertical
- Customize Signatures
- Keep within 6 sentences
- Always ask for meeting and try for on a quarter time
 - I.E. 9:15, 3:45
 - Give two times so can't just respond with "NO"
- Use databases including Deal Registration