

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.

Sample Education Vertical Email to End User

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

To Education

Cc

Bcc

Subject Possible Meeting November 5th at 9:45

Project and Display Reference Card.pdf 7 MB

5 YEAR 570 KB

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

Hi [REDACTED]

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. [REDACTED] 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!
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[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](#)

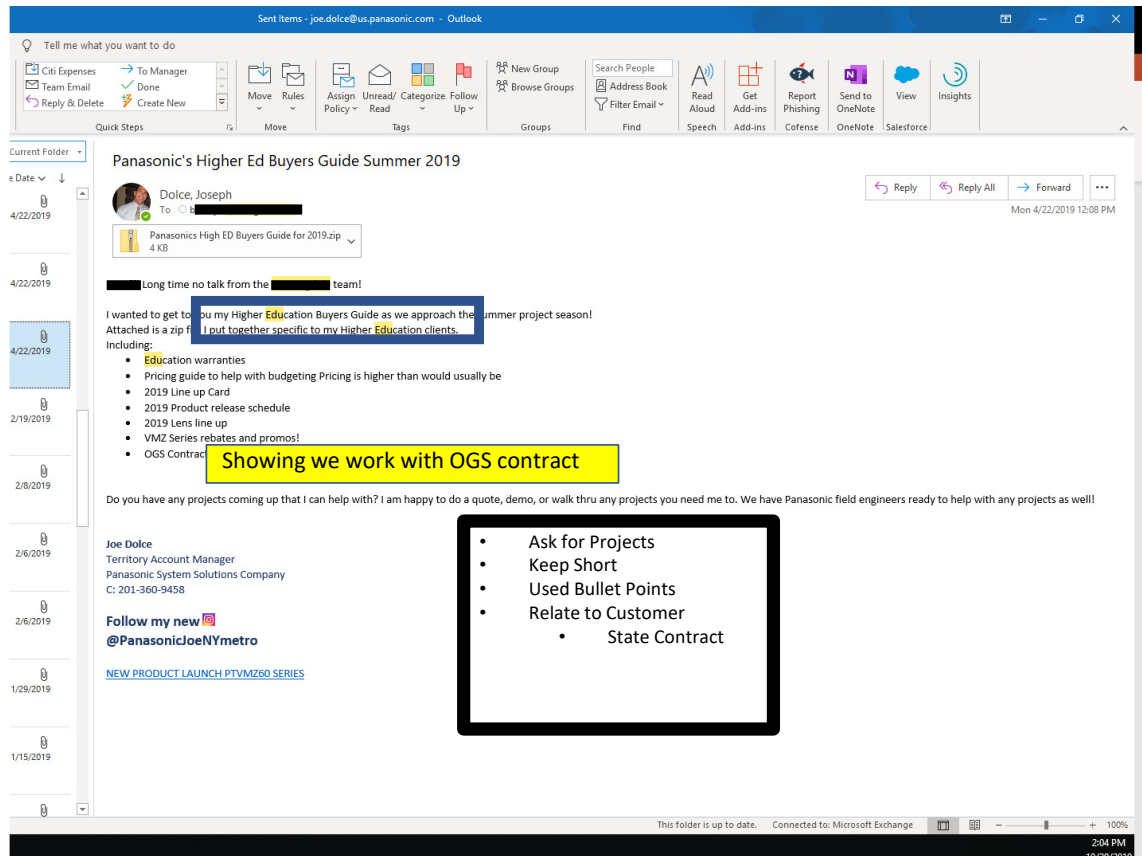
Repeat Current Meeting time and give alternate so can't give yes or no answer

Use current customers as examples

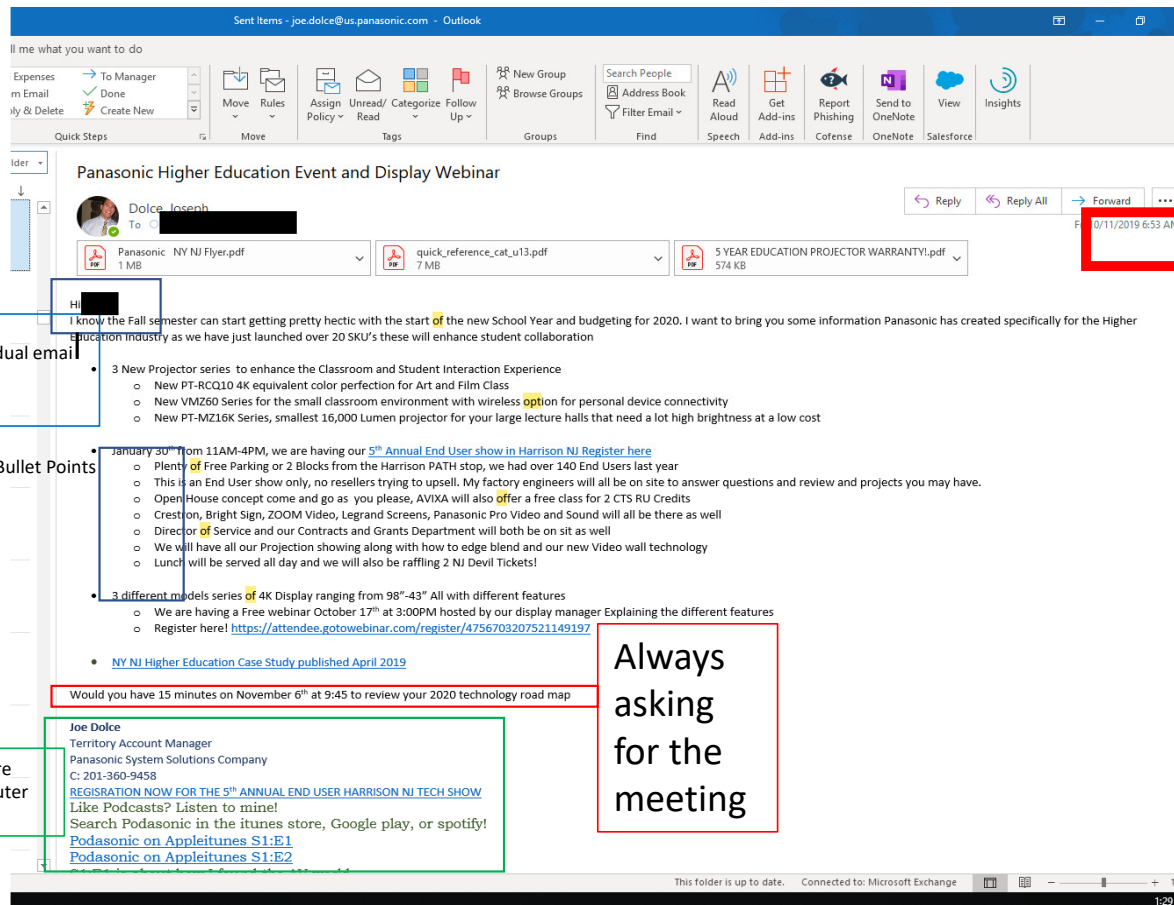
Higher Education Case Study

6 sentences is more than enough.

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



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



Individual email

Bullet Points

Personal signature shows not computer generated

At top of the email list

Always asking for the meeting

Prospect email to Corporate

Current Customer who we don't have relationship With anymore

Re: Possible Meeting September 5th at 9:45

Dolce, Joseph
To: [REDACTED]

Great! Talk then

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

On Aug 22, 2019, at 5:14 PM [REDACTED] wrote:

Hi Joe,

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

Thanks,
[REDACTED]

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

Panasonic did some work with [REDACTED] 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 [REDACTED]'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 <image001.png> @PanasonicJoeNYmetro

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

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

The screenshot shows an Excel spreadsheet titled "2019 END USER CUSTOMER DATA BASE.xlsx". The ribbon is set to "Home". The spreadsheet has the following columns: Customer Name, Phone Number, Email, Contacted May 2019, Contact July, Swag Bag, People who you hear back from since 7/30, and Contacted October 3. The data rows are numbered 1 to 53. The first row (row 1) contains the headers. Rows 35 to 53 contain data, with some cells redacted by black boxes. The "Email" column contains some visible entries like ".com". The "Contacted May 2019" and "Contact July" columns contain 'x' or blank. The "Swag Bag" column contains 'x' or blank. The "People who you hear back from since 7/30" column contains 'N' or 'Y'. The "Contacted October 3" column contains 'x' or blank. The bottom of the screen shows the Windows taskbar with various application icons.

Customer	Name	Phone Number	Email	Contacted May 2019	Contact July	Swag Bag	People who you hear back from since 7/30	Contacted October 3
35	[Redacted]	[Redacted]	[Redacted]	x	x		N	x
36	[Redacted]	[Redacted]	[Redacted]	x	x		N	x
37	[Redacted]	[Redacted]	[Redacted]				N	x
38	[Redacted]	[Redacted]	[Redacted]	x	x	x	N	x
39	[Redacted]	[Redacted]	[Redacted]	x	x		N	x
40	[Redacted]	[Redacted]	[Redacted]	x	x	x	N	x
41	[Redacted]	[Redacted]	[Redacted]	x	x		N	x
42	[Redacted]	[Redacted]	[Redacted]	x	x		Y	x
43	[Redacted]	[Redacted]	[Redacted]	x	x		Y	x
44	[Redacted]	[Redacted]	[Redacted]	x	x		Y	x
45	[Redacted]	[Redacted]	[Redacted]	x	x		N	x
46	[Redacted]	[Redacted]	[Redacted]	x	x	x	N	x
47	[Redacted]	[Redacted]	[Redacted]	x	x	x	Y	x
48	[Redacted]	[Redacted]	[Redacted]	x	x		Y	x
49	[Redacted]	[Redacted]	[Redacted]	x	x		N	x
50	[Redacted]	[Redacted]	[Redacted]	x	x	x	Y	x
51	[Redacted]	[Redacted]	[Redacted]	x	x		N	x
52	[Redacted]	[Redacted]	[Redacted]	x	x		N	x
53	[Redacted]	[Redacted]	[Redacted]		x		N	x

NJ Community College Monthly Email touch

Sent Items - joe.dolce@us.panasonic.com - Outlook

Tell me what you want to do

Quick Steps: To Manager, Done, Create New

Move, Rules, Assign Policy, Unread/Read, Categorize, Follow Up, New Group, Browse Groups, Search People, Address Book, Filter Email

Folder: [Dropdown]

Panasonic's Higher Education Buyers Guide!

Dolce, Joseph
To: [Redacted]

PANASONIC EDUCATION BUYERS GUIDE APRIL 2019 (15 MB)

Hi [Redacted]

Here is my NJ Higher Ed Buyers Guide. This will make any projects real easy to spec!

Including:

- Education warranties
- Pricing guide to help with budgeting Pricing is higher than would usually be
- 2019 Line up Card
- 2019 Product release schedule
- 2019 lens line up
- VMZ Series rebates and promos! 15 LB LCD 5000 Lumen Laser

Do you have any projects coming up that I can help with pricing, demo, or walk through's?

Joe Dolce
Territory Account Manager
Panasonic System Solutions Company
C: 201-360-9458
@PanasonicJoeNYmetro
[NY NJ Higher Education Case Study published April 2019](#)

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: [Redacted]

Reply | Reply All | Forward | [More]

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://attendeegotowebinar.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
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[Podason on Appleitunes S1:E1](#)

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

Monthly Reseller Email to "C" Level

The screenshot shows an Outlook window titled "Sent Items - joe.dolce@us.panasonic.com - Outlook". The interface includes a ribbon with "Home", "Send / Receive", "Folder", "View", and "Help" tabs. The "Home" tab is active, showing various email actions like "New", "Delete", "Reply", "Forward", and "More".

The left sidebar shows the "Favorites" pane with "Inbox" (1) and "Sent Items" (767). Below that, the "joe.dolce@us.panasonic.com" folder is expanded, showing "Drafts" (134), "Sent Items", "Deleted Items" (767), "Archive", "Clutter", "Conversation History", "Inbox" (1), "Intelligence report" (2), "Content Information", "nyc infocomm", "Bulletins", "Repair Policy", "Personal_Archive", "SPLs", "warranty information", "Junk", "Junk Email", "Outbox", "RSS Subscriptions", "Search Folders", and "Groups".

The main pane displays an email titled "Diversified VIR through September 2019.xlsx" from Joe Dolce to Paul DeLorenzo. The email body contains the following text:

Hope you had a great 3rd quarter. From your numbers with the Display and Projector Division in Panasonic you had a terrific quarter. Hitting approximately the 3rd tier! That's over a possible \$ [REDACTED]. My personal numbers are estimates. Our team will have the number down to the penny and send the check out within the next couple weeks.

Is there anything I can do to help make Panasonic easier to work with? Would your engineers be interested in having a webinar? I know you are doing a lot of local shows around the country, could we possibly be involved in these? I know we don't have a lot in the pipeline for the foreseeable future. Is there anything I can do to help build our programs together?

Lastly, is there anyone else I should send this information too? I have attached our October Bulletins, Pricing, and your VIR program. We have 20 new models coming out over the next three months. Please let me know the best way to educate your teams around the country, especially NJ!

Thank you so much and I look forward to another successful quarter with you!

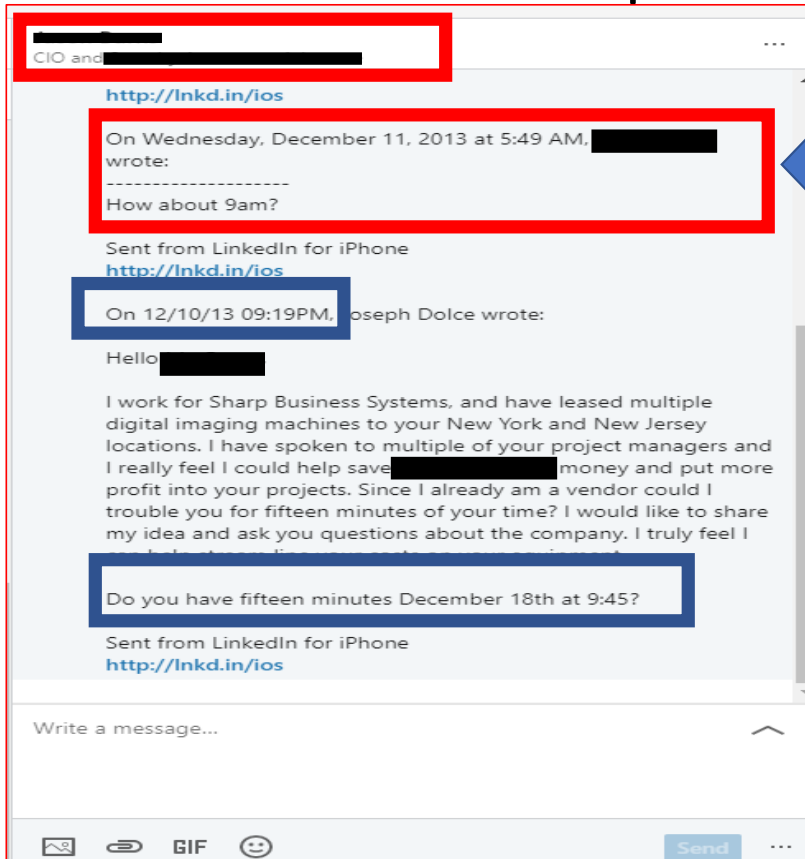
Joe Dolce
Territory Account Manager
Panasonic System Solutions Company
C: 201-360-9458

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[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!

At the bottom of the email, there is a promotional banner for Panasonic projectors with the text "ROCK THE LIGHT." and "Introducing the PT-RS2004 laser projector. 50,000 lumens of brightness."

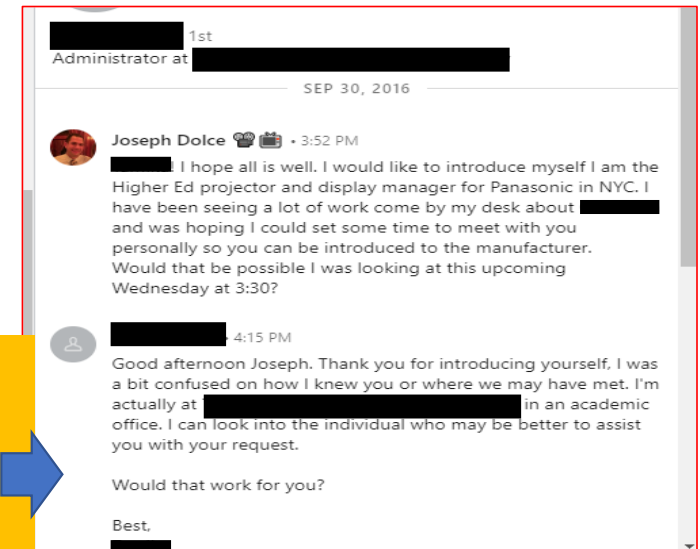
The right sidebar shows the "AutoSave" pane with "File", "Paste", and "Clipboard" options. The "Clipboard" pane shows a red box around the text "Wed 10/2/2019 6:12 AM".

LinkedIn Prospecting Inbox Message

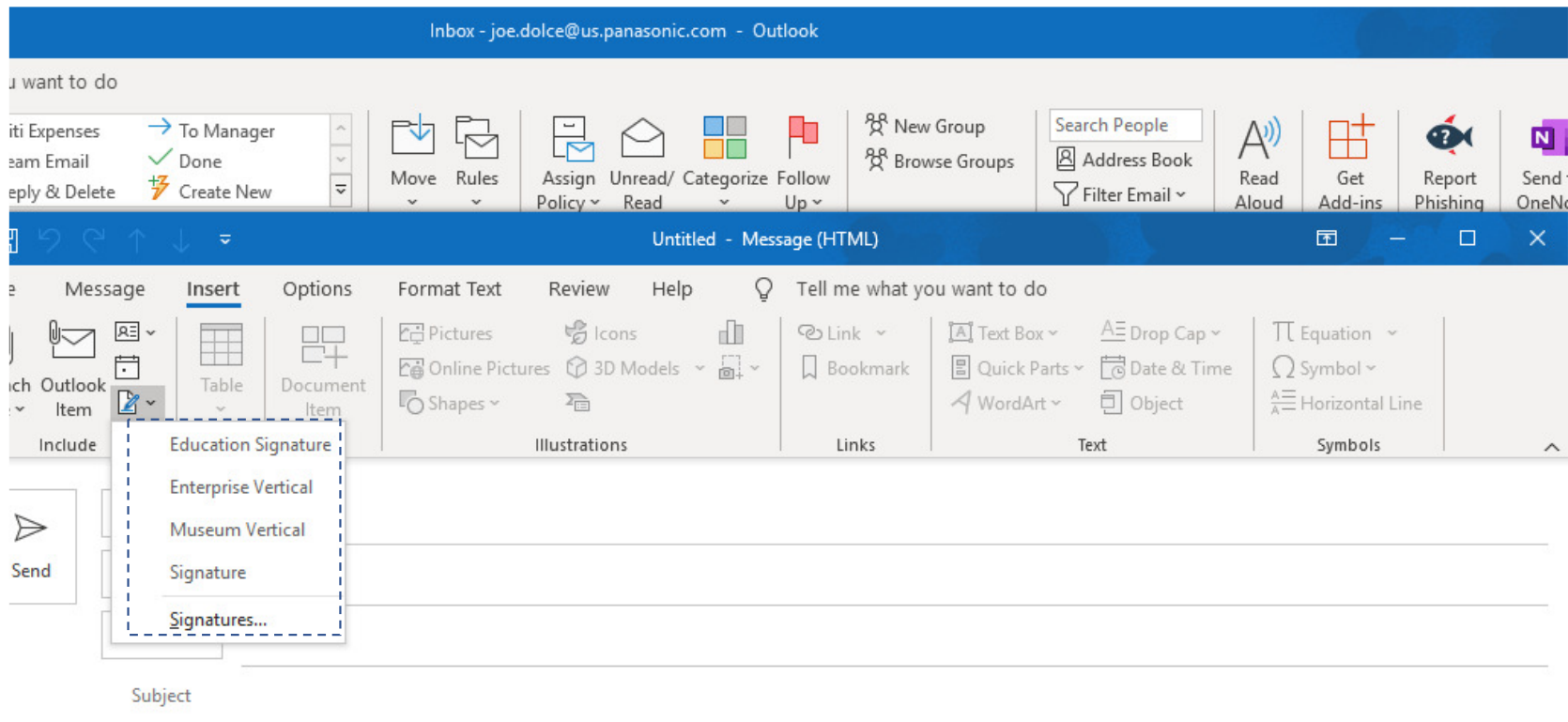


- Reached out directly to C Level
- Asked for a 9:45 meeting
- Kept to 5 sentences
- Sent at night to have first thing in LinkedIn inbox next morning

- 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