

SPEAKER *Sue*

Congratulations on being voted "Best Hospitality Sales Trainer 2023 - USA" First, it seems everyone calls you "SpeakerSue." How did you get that name?

Oh, I wish I had a great story for you! My last name, Hershkowitz-Coore, goes on forever and is hard to say. In a workshop one day, someone called out, "SpeakerSue!" Every started laughing and I did too. It just stuck.

What do you think makes an award-winning sales trainer?

Thanks for asking! I think every good sales trainer needs to be fun and passionate to keep sales people excited about learning new ideas. And the skills being taught have to be practical, specific and relevant to what they're selling, and immediately applicable. When sale people see they can use the ideas to sell more and more easily, magic happens.



You work with so many global organizations. How do you possibly personalize and keep it relevant?

I have nothing off the shelf. You could offer me a million US dollars to present training for your company right now, and I'd turn you down (though it would kill me to do so!). Every presentation is fully customized based on a SWOT analysis of current emails and selling skills.

So much has changed about selling. How do you keep up to date?

Yes, selling has changed because buyers' buying journeys have changed. With hotels, meetings are booking last minute. Large events can't seem to commit. More stakeholders are involved in buying decisions. Don't even get me started on increased choices, an uncertain economy and overwhelmed sales professional who are so overwhelmed that they can't respond as quickly as they'd like, or buyers require.

I spend the majority of my time researching in the field and reviewing data and cognitive research to see what works according to statistics, and what works in the field. I've tossed about 80% of my pre-pandemic content because there is no sense teaching what is already extinct.

Can you give me an example of an email sales technique that has changed?

Yes! Subject lines are the easiest to talk about because they constantly change. You can imagine that as soon as spammers find out what works, they use it and then it no longer works for the rest of us. Right now, and this will change again, it's critical when prospecting to not use a subject line that in any way sounds sales-y. Instead, it should read like what one colleague within the organization might say to another.

Previously, for instance, I might have used, "Increase sales results" as a subject line to interest prospects in my sales training. Now, I'd only write, "Sales results." No hype, no neon sign flashing "Here is a solicitation email that you don't have time to read!"

What other tips can you give to sales professionals can craft results-oriented emails?

There are so many fresh concepts, frame works and processes to boost efficiency and effectiveness! One idea that every seller can apply is to be yourself. If someone suggests messaging that doesn't sound authentic to you or words that you wouldn't say in conversation, don't do it! There are still a lot of old-school selling strategies being used but buyers are smart. Treating them like they are!. Be personable. Be friendly (though not familiar). Use positive, brain friendly words to make it easy for buyers to want to say "Yes, please!"

Is there one other bit that most sellers get wrong?

Yes! Sellers – and all email writers – think the intent of their emails is easily understood. Research shows that content is understood much more frequently than intent in email with intent is understood only 52% of the time! Neutral messaging reads negative. Positive emails read neutral. The key is to be purposeful about write writing emails that create emotional certainty and not just transaction. By doing so, sellers enhance the value proposition and truly set themselves apart from their competitive set.

How would people contact you?

SpeakerSue on LinkedIn, or email me directly at Sue@SpeakerSue.com.