

Email 1

Sent time: Immediately

Subject lines:

A: Welcome! Here's your Follow-Up Playbook!

B: Check your ebook now, [name]!

C: Download your FREE playbook now!

Preview text:

Your ebook is inside

Body:

Hey [name],

Welcome to the tribe!

[Your playbook is here!](#)

But, hold on a minute! This is our first meeting, so let me introduce myself first.

I'm Gilly Thompson, a sales coach, speaker, and trainer, and the founder of The Sales Training Academy.

Fast forward a few years: I went from hives and nerves to winning **Salesperson of the Year twice** at a FTSE 100 company (yep, Durex Condoms).

And now, after 30+ years, I've built The **Sales Training Academy** to make selling feel simple, human, and effective for anyone.

Here's a taste of what you'll be able to do as part of this journey:

- Be ready for networking with an elevator pitch that grabs attention.

- Build the confidence you need to become a sales superstar.
- Grow sales by asking for the business with ease and confidence.
- Handle objections without breaking a sweat.
- Create value-based propositions that clients can't resist.
- Pick up the phone and prospect with confidence

Sounds good, right?

Keep an eye on your inbox and make sure to **whitelist** me!

Over the next few days, I'll be sending you proven strategies and stories that top-notch salespeople use to consistently hit their targets.

That means I'll be sending you a bunch of emails to help you become a pro at selling.

So, if you're not interested in becoming a confident salesperson (or you'd rather not hear from me), no hard feelings - just hit unsubscribe below.

I can't wait to hear what you think.

Talk soon,
Your Gilly

P/S: Want help growing your sales confidence and closing more deals? Just hit reply and tell me what you're struggling with most - we'll take it from there:))

Email 2

Sent time: 4 hours after email 1

Subject lines:

A: Quick follow up from earlier!

B: Just checking in!

C: Hi again!

Preview text:

How ya doing?

Body:

Hey [name],

Hope the Playbook's already sparked a few ideas for you.

Quick question tho - what's the one sales skill you'd love to feel more confident in right now?

I'll send you specific strategies to address exactly what you're struggling with.

Gilly.

Email 3

Sent time: 1 day after email 1

Subject lines:

A: Why you hate selling

B: Let's talk about why you hate sales

C: You're not bad at sales

Body:

90% of people say they hate selling.

I hear all the time from people just starting out in sales: "Ugh, I *hate* selling."

You know that pit in your stomach before you send over a proposal?

The awkward silence after you mention your price?

That gross feeling like you're being pushy just for checking in?

Yeah, all of that.

But can I tell you something? You don't actually hate sales.

You hate what you think sales is supposed to be.

Most of us grew up hearing that money is somehow... bad. Dirty. Selfish.

So when you're in a position where you have to ask for it?

It feels like you're begging. Like you're desperate. Like you're chasing something you shouldn't even want.

And yeah, that feels terrible.

But what if you flipped the script a bit?

Instead of thinking "I have to sell to this person," try thinking "I want to help this person."

Because that's really what it is.

You're just talking to another human being.

Imagine you're chatting with a friend and you say, "Hey, I've got this tool X that could solve that problem Y you mentioned. It costs this much, and honestly, it'll probably save you ZZZ money in the long run."

That's not pushy.

When you start seeing sales like that - as being a guide instead of a salesperson. Everything shifts.

It stops feeling gross and starts feeling pretty natural. Maybe even enjoyable.

Because you know you're actually solving something for someone, not just chasing their wallet.

And honestly? That one mindset shift is just the beginning, but it's where selling starts to feel easy.

Inside Sales Simplified, we go deeper into strategies like this – practical ways to rewire how you think about selling so that anxiety just... fades.

Over 3,000 business owners have already made that shift, and most of them say the same thing: "I didn't think sales could feel this natural."

[\[Check out the course here\]](#)

Talk soon,
Gilly.

P.S. Real talk - what's the one thing about selling that makes you want to run the other way? Just hit reply and tell me. I'll send you a quick tip to help you get past it real quick:))

Email 4

Sent time: 4 days after email 1

Subject lines:

A: "How an Introvert Made \$47K Fast"

B: "She thought being an introvert was a curse."

C: "Introverts can't sell"

Body:

Hey [Name],

Got a story for you today.

It's about Vicky, an introvert and one of our members at The Sales Training Academy.

She's always been sharp and talented in her professional work.

But when it came to selling her own offers? She was convinced she'd never make it.

She told herself things like:

"I'm just not pushy enough."

"I hate cold calling. Small talk drains me."

"Maybe sales just isn't for introverts."

Sound familiar?

Here's the truth though:

Vicky wasn't failing because she was an introvert.

She was failing because the sales system she'd been following was built for extroverts.

All that "always be closing" energy. The aggressive follow-ups. The fake-it-till-you-make-it persona.

That's not a requirement for sales, that's just one way of doing it (and honestly? it's exhausting for everyone).

But here's the kicker.

The sales "gurus" out there? They ignore this problem.

They've been rolling in their extrovert-style tactics for so long, they've forgotten what it's like to start fresh and quiet.

And, truthfully? They don't want to sound rude. So instead, they hand out advice like:

"Just talk to more people!"

"Push harder on your follow-ups!"

"Fake it until you make it!"

Not terrible advice on its own. But none of it works for someone like Vicky.

And here's the twist.

Three months after she joined our program, Vicky closed \$47,000 in sales.

And she said it felt easier than what she was doing before.

Why?

Because she discovered a different approach. One that worked with her natural strengths instead of against them.

She learned how to:

- Build genuine connections without forced small talk
- Follow up in a way that felt helpful, not pushy
- Listen more than she talked (turns out that's her superpower)
- Create a system that didn't require her to "turn on" a fake persona every morning

That's when everything shifted.

And here's the truth bomb: introversion isn't the problem.

The problem is trying to squeeze yourself into a sales system that was never built for you.

Want to see the exact system Vicky used to overcome sales fear and scale her results?

You'll find it in my course - [Check out Sales Simplified!](#)

And the best part? You can use these strategies even if...

- You hate cold calling
- You don't want to be pushy
- You're introverted, extroverted, or somewhere in between
- You've tried "guru" tactics and they fell flat

No "rah rah" energy required. Just real strategies that work for real people.

Talk soon,

Gilly.

P.S. - Vicky told me the biggest shift was realizing she didn't need to be "good at sales." She just needed a good sales system. Game changer:))