Your Out of Office Email Says A Lot

OOO messages are a branding opportunity with the right message.

Recently my email inbox had several OOO emails. I decided to open several to see what people are saying. I was shocked at how many said nothing leaving a bland impression. "I'm out of the office and will be returning (insert date)." Or "I'm currently on leave. Contact (insert email address)."

Your email OOO is a marketing opportunity. Show courtesy, opportunity to sell and brand yourself. Are you at a marketing or sales conference? Boast about it.

"This week I'm participating in Infusioncon Conference to learn marketing and branding tools from the leading experts in this field. I'll have limited email access until my return on Monday May 8 and will gladly share the highlights. In the meantime, email or call Darcy at ….." or

"Thank you for your email. This week I'm on assignment with clients in Indiana assisting them working through difficult conversations. Returning to the office (insert date). My email access will be limited to early mornings and evenings. In the meantime, email or call Darcy at…"

Sales Huddle Energizer

Although your sales team may not be on vacation or out of the office this week, it's helpful to have several OOO prepared in advance.

- Request sellers to print out their previous OOO messages and check their in inbox for someone else's OOO message.
- Review the OOO messages together.
- Prepare a standard template OOO emails to be available for the next OOO day.

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