



101 Email Templates to Boost Your Sales

Build a Bigger Pipeline!



CRM REFRESH
by Sales Ignition

101 Email Templates You Can Use



The following Guide has example business outreach emails from some of the fastest growing companies [Salesloft, RJ Metrics, Hubspot, Close.io, Kiss Metrics and many more].

Finding new ways to do outreach is an on-going process. These templates are meant for reference only. We recommend crafting your own original emails to ensure your own success.

In the past 8-10 years the *Predictable Revenue* method of outreach has been growing in popularity due its to highly scalable and lower cost sales development.

One of the challenges with implementing "*Predictable Revenue*" now is that your prospects have probably gotten 10-20 times some of its most common templates ["Point me in the right direction, Can you help me, etc].

Some of other things to test in your campaigns:

Your offer of what the outreach is for. The better your offer the higher your response rate. Now an offer doesn't have to be a discount or some special buying promotion. You can have many other offers for assessments, reviews, data sharing. Your offer will be the biggest influence on your response rates.

Time of day that you send your outreach. Test the time of day your emails are going out. Simple changes in time of day can have a noticeable performance change. Send emails when your prospects can respond. [**Pro Tip:** in the middle of the day when they are in meetings is probably not the ideal time.]

Campaigns to have in your sales tool box:

While the bulk of cold-email campaigns focus on new prospects, I would argue that just as important for both boosting performance and productivity is building campaigns for known scenarios you'll encounter during outreach.

Some of these are:

- **Re-ignition campaigns** to people who had interest in the past but never bought months ago
- **Referral campaigns** - when someone refers you to a peer or superior you should have a multi touch way to engage

- **Not Now, Follow up in X Days/Months** - campaigns you can drop prospects into when they respond this way you can automate that follow based on their desired re-approach.
- **Never respond campaign** - for people who never respond, you should have a campaign to approach them again at least every 90 days. Every 90 days companies' tactics and strategies change and this cadence can keep you and your company top of mind.

Use this as a reference to craft your own emails.

To Your Success,
Steven Wagner

Cold Outreach

{Company Name} + {Your Company}

Hi {name},
My name is {name} with {Your Company}.
We help {specific company type} with {one liner}.
I wanted to learn how you handle {thing your company handles} at {Company Name} and show you what we're working on.
Are you available for a brief call at {time options}.

{Company Name} + Smart Host

Hi Mike,
My name is Nick and I'm a co-founder at Smart Host. We help property managers optimize their pricing on marketplaces like HomeAway, VRBO, and Flipkey.
I wanted to learn how you currently handle price optimization and show you what we're working on.
Are you available for a quick call tomorrow afternoon?

Hi {name},
I'm trying to figure out who is in charge of [leading general statement] there at {company}.
Would you mind pointing me towards the right person please, and the best way I might get in touch with them?

How to Export [company] Prospects from professional social networks and into your CRM

{name},
I'd like to discuss your lead gen efforts. We're helping other [industry] companies collect their prospects straight from professional social networks and import them directly into their CRM (adding phone numbers and email addresses).
Quick question: can you put me in touch with whoever is responsible for new prospecting and revenue generating tools at {company}?
For your convenience I have added a 2 minute video
<http://salesloft.com/product/#video>

Looking for best [insert job area where you'd like to start] contact

{name},

I am doing some research on your company to determine if there is (or is not) a need for [insert your strongest pain point].

Could you please help me by pointing me to the best person there for a brief discussion?

Where shall I start?

{name},

I'm hoping you can help me, who handles the [insert pain point here] decisions at {company} and how might I get in touch with them?

[theircompanyname] and [yourcompanyname]

{name},

I'm sorry to trouble you. Can you tell me who makes the [insert pain point here] decisions at your company and how I might get in touch with them?

Appropriate person

{name},

We have a service that will help you [insert quick one liner about the value your service delivers].

Would you guide me to the person responsible for [insert the relevant department or task your service empowers – "marketing, sales, pipeline building"] and let me know how I might get in touch with them?

{name},

We have a service that will help you [insert quick one liner about the value your service delivers] and have helped similar businesses achieve XYZ results.

What's the best day/time this week or next for a quick 15 minute conversation?

Looking for an Accountant

I was wondering if you were looking for more business customers?

I know the majority of small businesses are always looking for a great accountant and I'd be able to generate leads for you if this is something you're interested in.

Are there any types of businesses in particular that make good clients for you? Name

P.S. If you aren't the right person to contact about this, please let me know

10 x {company} [result] in ten minutes?

Hello {name},

I have an idea that I can explain in 10 minutes that can get {company} it's next [100 best clients]. I recently used this idea to help our client {competitor} almost triple their monthly run rate. {name}, Let's schedule a 10 minute call so I can explain. When works best for you?

Hi {name},

This is {salesrep} with RJMetrics. I just took a quick look at your site and noticed that {company} looks similar to many of the SaaS clients that we help everyday.

I'm sure you're already thinking about engagement metrics and ROI by acquisition source, but I'd love to get a sense for how you're uncovering that data and share some insights we've learned along the way towards understanding the story behind your business.

If I've got the right person, can we connect in the next few days? If not, who would you recommend I speak with?

Appropriate Person?

Hi {name},

This is SDR with RJMetrics. Wanted to introduce myself, as {company}'s sales development platform looks similar to many of the businesses we work with everyday.

While I've got your attention, we'd love if you guys gave RJMetrics a spin. Our clients are using us to do things like optimize customer acquisition spend, understand drivers of CLV, and standardize reporting of KPIs across internal teams and investors.

I'm assuming you're the best person for this - If not, who would you recommend I speak with?

Bookkeeping sucks, let us handle it.

{name},

Bookkeeping sucks, and you have a business to run. You created CompanyName out of a passion to do something great, unique, and game-changing. Not to spend your limitless talents and limited time on day-to-day bookkeeping tasks. AcuityComplete's bookkeeping professionals want you focus your time and efforts on growing CompanyName into an empire; not worrying about whether your books are reconciled correctly.

If your core business competency isn't bookkeeping, let's talk. I'd love to find out more about CompanyName and how we can help eliminate this headache for you.

Do you have any current issues that we can help answer?

Appropriate person

Hi {name},

I am writing in hopes of finding the appropriate person who handles multicultural media. I also wrote to Person x, Person Y and Person Z in that pursuit. If it makes sense to talk, let me know how your calendar looks?

VoodooVox helps increase the revenues of Fortune 500 companies by marketing to Hispanics. Each month we reach 25 million Spanish speakers with an audio message they must hear. We insert 30 second audio and SMS advertisements into phone calls made on calling cards. The benefit to users is they make their call free. The benefit for our clients is they can increase store revenue by providing text message coupons. Typical redemption

is 3%. You can measure results online and with store sales. Advertisements can target specific ethnic groups and geographies. Some clients include Burger King, P&G and Chili's.

If you are the appropriate person to speak with, what does your calendar look like? If not, who do you recommend I talk to?

Appropriate person

Hi {name},

I am writing in hopes of finding the appropriate person who handles online advertising? I also wrote to Quinn XXXX, Kristy XXXX and Rob XXXX in that pursuit. If it makes sense to talk, let me know how your calendar looks?

AroundYou helps increase the revenues and exposure of local companies by marketing directly to targeted and local traffic. Each month we reach over 240,000 Australians thru our site by profiling events, activities and things to do. We profile companies thru our featured listings, Iphone App and targeted Google advertising. The benefit to users is that they can search their area free. The benefit for our clients is they can increase revenue and exposure by utilising the featured listings and targeted traffic. You can measure results and statistics online. Your listing will target specific suburbs and postcodes. Some clients include The Herald Sun, Leader Community Newspapers, The State Theatre and The Art Gallery of NSW.

If you are the appropriate person to speak with, what does your calendar look like? If not, who do you recommend I talk to?

I am doing some research on _____ to determine if there is a need for KISSmetrics' person- based web analytics platform. Could you please help by pointing me to the appropriate person there that may have an interest in a brief discussion?

For context - Here is a short infographic introducing you to KISSmetrics. {infographic}

In advance, thank you for your help.

Who wants a Customer Success 1-on-1?

I'll be honest, this is not "another sales pitch" from Sales Instead, I'd like to send you a 2-minute demo video of Gainsight's Customer Success Management solution: <http://vimeo.com/63709432>

We are VC backed (\$9M Series A) by Battery Ventures and our key customers include Marketo, DocuSign, Xactly, Jive, Informatica, YouSendIt, etc. One of our core value props is "Success for All" and we would like to offer everyone a 1-on-1 with our Customer Success experts to simply discuss best practices (reducing churn, structuring your customer-focused team, increasing up-sells, etc).

Who is the best person to speak with about Customer Success? Let us know if there's someone else who heads up those efforts.

Hi Eric,

I understand you are the CEO at Single Grain, and given that our customers who used to use similar technology, a chat may be beneficial.

In short, we've created the sales automation salespeople have been craving by shoring up the shortcomings, filling in the blindspots, and relieving the frustrations of current solutions. The difference is obvious – see for yourself.

Are you available for a brief chat this week or Monday/Tuesday of next week? Thanks

P.S. Feel free to compare us with others [[link to comparison page](#)]. We want to to :)

Researched Outreach

Question about upcoming product launch

{name},

I read in the WSJ yesterday that you're expecting to receive FDA approval for a new ulcerative colitis drug in the next few months.

When that finally does happen, you're going to want to get it into the market quickly. We recently helped another pharma company slash their packaging delivery time from 18 days down to just four days.

You can read how we did it at: www.packco.com/casestudy.

Would you be interested in a quick conversation next Tuesday? Let me know a time that might work for you.

New partnership?

{name},

You did an excellent job speaking at the recent 21st Century B2B Culture event – you have great understanding of social business. Do you see social business working being effective in B2C?

I had a few ideas on how it could work in B2C that are related to your recent book (which I read). I help B2C SMBs use the internet to bring their business to the national market.

What's the easiest way to get 10 minutes on your calendar Thursday to share how our market expertise can be mutually beneficial?

Hi {name},

I noticed you guys don't have a commenting widget on your site. It's actually something my company Wigeto provides emagazines for free to boost engagement.

When you have a few minutes, I'd love to talk to you or the appropriate person about taking care of that.

I noticed on your website that xyz is a customer. Congrats on getting traction with such an established brand, which is undeniably no small feat for an early stage startup.

I know from speaking with other founders that many, if not all, find it challenging to developing a repeatable selling process in a way that feels natural, comfortable and authentic without sounding "salesy". The impact – inaction. Lack of a predictable pipeline and sales.

In the past year we've worked with companies like abc and def to help them close more deals in less time without selling their soul and was thinking we might be able to help xyz in this area as well.

I'm not sure if this is a fit for you folks, but if you'd like to learn more would you be open to carving out some time to explore?

Alternate ending: If you'd like I can send you a 2 minute demo so you can evaluate.

{name}, is your marketing automation tool working for you?

Hi {name},

I understand you may currently be using Pardot as a marketing tool, and I was wondering if you're experiencing any difficulty with it. Pardot users often find that they need a more scalable solution as their business grows, and as a result we've seen many customers switch to Marketo in recent months. These customers see immediate increases of 30-100% in productivity and a dramatic increase in leads – purely because they get much more capability in an easier-to-use package.

Why are Pardot users switching? Marketo removes the limitations that held them back – some of the major benefits that these customers have experienced with Marketo include: A much more productive, intuitive, and flexible interface for creating marketing campaigns (ranked #1 for user experience by independent analysts) Ability to quickly report on pipeline, revenue, and ROI by marketing campaign or channel Flexible lead scoring – which includes scoring models by product line or division, and automatic score reductions when your leads are inactive Drastically improved ability to leverage lead intelligence solutions inside your CRM For a limited time, we are also offering special pricing packages to make switching incredibly easy and attractive.

Please reply to this email or click here if you'd like to set up a time to talk about whether Marketo makes sense for your business. Or, learn more here.

Question about company plan to expand

{name},

I just read your interview in Mark-It News where you mentioned your company's plans to expand your franchise operations by 35%.

In the past year, we've worked with three other franchisors to drive significant traffic to their newly opened locations. On a comparative basis, same store sales in the three months were up between 17 – 23% over previous launches.

Would you be interested in learning how we did this? I'm available next Thursday, May 6th. Give me a time, and I'll give you the details.

Referred

Terry Fisher says you're interested in better lead gen strategies

{name},

Terry Fisher told me today that you two were talking about how tough it is these days to get new leads in the door. It's a big issue that all consulting companies face right now.

After looking at your website and registering for your white paper, I have some thoughts regarding where you may be losing people in the process. And, I've got some ideas you can implement fairly easily that should have a positive impact on lead conversion rates.

Let's schedule 30 minutes to talk some more about this.

LinkedIn

(when connecting)

I would love to connect with you at some point and learn more about Converto.

Would be great to have a conversation around the websites we crawl that are adding and dropping your competitors like Adometry.

Hi Ravi,

The article you shared on LinkedIn yesterday addresses a challenge that I've heard two sales directions mention this week. Your unique perspective would be beneficial for them to hear.

We help sales execs improve their reps success with a similar approach. Do you have 5 mins to speak on Wednesday or Thursday afternoon this week?

Intro?

Hi {name},

I was looking to get introduced to Johnny Dealmaker from Project X and saw you were connected to him. Not sure how well you're connected to him, but if the relationship is strong, I'd really appreciate an intro to chat about ways to work with my Project Y.

Please let me know if you feel comfortable doing this and I'll forward over a proper request for introduction that you can forward to him.

Intro?

Hey {name},

Was hoping that you might be able to introduce me to Johnny Dealmaker at Project X?

I wanted to connect with him because our email list targets a similar demographic with limited overlap. Seeing as our products are non-competitive, I wanted to touch base to see if he was up for brainstorming ways to leverage our existing user bases to grow both of our lists.

We did this with Company R in the past, and both parties received a 15% lift in new subscribers. Any help is much appreciated.

Follow Up First Follow Up

Re: [same subject]

Hi {name},

I didn't hear back from you last week when I was looking for the appropriate person managing your [statement].

That's not a problem.💎

💎

If it makes sense to talk, let me know how your calendar looks. If not, who is the appropriate person?

Re: [same subject]

Hi {name},

I just wanted to circle back on my email below re: getting you a comments widget for your site. Are you free for a quick call on Monday or Tuesday?

Across similar size partners, we're seeing an average increase of 1 minute on site with the addition of our widget.

Re: [same subject]

Hey {name}, how is it going? Can we schedule a time to talk this week?

Follow up to a first conversation

Re: [same subject]

Hi {name},

I really enjoyed our phone conversation [or meeting] earlier today and especially liked learning about your unique role at {company}. I understand the challenges you are facing with [challenges discussed] and the impact they are having on [insert personal impact].

As promised, I have attached [or linked to] the resources and materials that can help you better understand how we can help you solve [insert compelling reason to buy].

Please let me know if you have any questions. Otherwise, I look forward to talking with you again on [date and time].

{MyCompany} Call Summary

Great speaking with you today, {name}! I'm glad we agree {MyCompany} would be a great fit for your team.

Here are the top value adds we went over: {Special}

{Special}

Resources for Review: X

Y

Z

Action Items: {Special}

P.S. {Special} — use this opportunity to link to case studies or third-party content your prospect may enjoy

Second Follow Up

Re: [same subject]

Hi {name},

Have you come across the "Information Security Community?"

Check the group out: [link to LinkedIn Group]

From our last discussion this group looks to be filled with your target prospects that could ensure you reach your Q4 sales target. Some of the challenges expressed in the group are problems your team helps solve.

What's the best way to get on your calendar for 15 tomorrow? I'll show you the playbook on how to drive revenue from this group.

Re: [same subject]

Hi {name},

I have tried to get in touch with you to see if there is a mutual fit between our companies expertise and your goals around [statement].

If you are not interested or there is another person you would like me to follow up with, please let me know. Would it make sense to invest 5-10 minutes to determine if there is a mutual fit between your [statement] and our expertise?
If not, who do you recommend I talk to?

[competitor X and Y]

Hi {name},
Just wanted to send you an example of how we're working with [competitor X and Y] to deliver this solution. Check it out here [link to example].
So far feedback has been extremely positive. Would love to get you guys up and running too when you have a few minutes.

Re: [same subject]

Drop me a note if you caught the email below {name}; I know you're a busy man!
I'd love to talk a little bit more about {mycompany}, yourself, and any ways in which we can be collaborating. A phone call / Skype would be a pleasure.
Hope you had an excellent weekend,

Re: [same subject]

Hey {name}, we got some new press coverage [link]. I'd love to pick up on our conversation. When's a good time to chat?

Next step?

{name}, I'm writing to follow up. I'm not sure what our next step is.
Let me know what makes sense as a next step, if any? Thanks for your input.

Third Follow Up

Re: [same subject]

Hi {name},
I first want to apologize that we haven't been able to connect recently. I feel like somewhere along the way I must have made it difficult to communicate or dropped the ball because for awhile there it seemed like you guys were really excited about our offering. Apologies if this was the case.
I just want to open back the communication lines and let you know that I know you have a lot on your plate and if this is something that is no longer a priority, that's totally cool – in fact as a startup, I completely understand! If nothing else, I'd enjoy opportunity to hear what's new on your end and maybe even get some feedback on how we can improve our offering.
Let me know if you have a few minutes next week to hop on a call.

Re: [same subject]

Drop me a note if you caught this {name}. Would love to chat some more about your sales / provide any assistance I can there. Discussing your plans for [your area of expertise] (even if it's just advice I can pass on!) would be great too.

Hope you're having an excellent start to the week,

Re: [same subject]

Hey {name}, can we hop on a quick call Wednesday 4pm or Thursday 11am? Cheers,
Name

PS: thought you might find this article interesting [link]

Re: [same subject]

{name},

When we spoke, I thought that I understood _____, but you haven't responded. Did I misunderstand or has something changed?

Viewing content alert (e.g. opened an Attach link)

Re: [same subject]

Hey {name},

Last time we chatted, you requested that I get in touch in November. I may be a month early, but I figured it'd be worth checking-in.

Have you given any additional thought to the proposal? I'd be happy to do a quick review of it on the phone and answer any pending questions.

When's a good time to talk?

After a Voicemail

Sorry I missed you

Hi {name},

Sorry I missed you on the phone today. I was calling because [explain your purpose].

My voicemail said I will try you again on [date and time] and you can always reach me before at [phone number].

Just Tried Your Line

{name},

I just tried giving you a call and left a voicemail. [call to action].

Please give me a call back at {XXX-XXX-XXXX}, or send me a note if you get the chance.

Thank you!

Break Up

Thanks from {company}

John – I wanted to reach out to you one more time regarding _____. If I don't hear back from you, I'll assume that the timing isn't right and I won't contact you again.
If I can be of assistance, you can always contact me at the number below.

Permission to close your file?

{name},

We are in the process of closing files for the month. Typically when I haven't heard back from someone it means they're either really busy or aren't interested. If you aren't interested, do I have your permission to close your file? If you're still interested, what do you recommend as a next step? Thanks for your help.

Thanks from [company]

Hi {name},

I know we haven't been able to connect, which usually means one of two things: Either the timing may not be right or you no longer have a need.

In either case, I want to respect your time so I'm going to go ahead and close your file. Otherwise, if you would still like to talk, please call me to discuss next steps.

Thanks again.

Re: [same subject]

Hi {name},

I've reached out a few times regarding your sales prospecting strategies there at {company}. My guess is that we're out of touch for one of three reasons:

- You don't see a fit
- You have another solution to create predictable outbound prospecting numbers
- You are secretly a superhero and have been too busy fighting crime to reply

If any of these are correct then they may be the exact reason why we should talk now...

Are you ok?

{name},

I reached out previously regarding WHAT YOU DO and haven't heard back from you yet.

This tells me a few things:

- You're being chased by a T-rex and haven't had time to respond.
- You're interested but haven't had time to respond.
- You aren't interested.

Whichever one it is, please let us know as we're getting worried!

Re: [same subject]

Hi {name},

I've tried to reach you a few times to go over suggestion on improving ___, but haven't heard back which tells me one of three things:

- 1) You're all set with ___ and I should stop bothering you.
- 2) You're still interested but haven't had the time to get back to me yet.
- 3) You've fallen and can't get up and in that case let me know and I'll call someone to help you ... Please let me know which one as I'm starting to worry!

Should I stay or should I go?

Hi {name},

I know you're busy. Just give me a 1, 2, or 3 –

1. We'll pass on partnering with EVENT NAME this year, thanks for the offer!
 2. We're interested in the Event, but it's not a good time, reach back out to me in 1 month.
 3. I'm interested – let's talk!
- Thanks!

Trial

SalesLoft Walkthrough

Hey {name},

Hope you are well. SalesGuy here, with SalesLoft (sales intelligence tool you are testing).

Would you like to connect for me to show you the ins and outs of our software? We would love for you to start Lofting at expert level in no time! How about sometime later this week?

Cheers!

Lets get you lofting, Ryan

Hi Ryan,

Akoma with SalesLoft; I hope you're doing well. I wanted to reach out and see if a prospecting tool such as SalesLoft might be on your radar? I'd love to learn a little bit more about your lead generation at Attach.

I'd be happy to take you through a high-level overview of our solution and show you some effective ways to find accurate and relevant leads, quickly add them to a list, discover emails and phone numbers, and push that data to your CRM.

Do you have some time Friday or Monday? If so, propose a few times (timezone included).

SalesLoft + Attach = A Perfect Match

Hi Ryan,

Thanks for taking an interest in SalesLoft. I am excited to learn more about your lead generation/ prospecting strategies at Attach. Happy to answer any questions that you might have about SalesLoft and show you a few best practices.

Can we put something on the calendar for Friday or Monday?

Any thoughts?

Hi Ryan,

I wanted to reach out one last time and see if Attach has thought any more about implementing SalesLoft?

I would be happy to chat and answer any questions, do you have some time Friday or Monday.

Let's Talk KISSmetrics!

Hi Ryan,

Thanks for setting up your KISSmetrics account! Are you available for a quick chat to discuss KISSmetrics best practices to make sure you are getting the most out of your trial period?

Please let me know when you are next available and we can schedule a call.

Inbound

Close.io & HubSpot | time to chat?

Steli,

Thanks for reaching out to us here at HubSpot. Here's a 2min video overview about how our product works to help you drive leads online:[link]

I've been reviewing your site and have a few suggestions about how you can drive more traffic and leads. When might be a good time to catch you at your desk for 5 mins: after Noon today or before 11:30am ET tomorrow?

All the best,

Name

P.S. I've also attached the new 2013 ROI report about the average results customers see.

Close.io & HubSpot | Follow Up Resources

Hi Steli,

Thank you again for the discussion today, it was a pleasure speaking with you!

I am including a 2 minute video during which our co-founders describe how inbound marketing works – you can check also out our Cambridge office space, see here.

As we discussed, HubSpot offers an all-in-one marketing software platform that helps businesses of all sizes generate leads and convert them into customers. HubSpot has everything a modern marketer needs to do marketing right—all in one, easy-to-use product. HubSpot software includes SEO, blogging, social media, email, automated workflows, landing pages, lead intelligence and analytics tools to help marketers get the job done. You can see the full list of our products here. HubSpot is an annual membership, which includes access to all of our software tools, 7 one-hour sessions with a dedicated consultant and continuing education and support all throughout the year. You can take a look at our pricing page here.

HubSpot customers experience an average 2.7x increase in traffic after 12 months of active use and lead database growth of 30.4x after 12 months of active use, see our ROI report here. Please feel free to contact me with any questions. We look forward to helping your business grow as part of the HubSpot team!

HubSpot & Close.io

Hi Steli,

Per my message today, I called to see how your internal decision making process is going.

More importantly, since we are going through a price change on 10/1, my manager, John Doe (xxxxxx@hubspot.com) has authorized each rep on my team (2) 15% discounts on the cost of the software for customers who are able to sign up by 9/30. Not only would this lower the price of the software, but you will be grandfathered into the legacy pricing in the future. Today, Pro is slated to increase 2400/year.

One of my coupons is spoken for, but I'd like to offer the other one to you. If this is of interest, please let me know as soon as possible.

Should I Stay or Should I Go?

Hi Steli, per my message today -

I've tried to reach you a few times to go over suggestions on improving your website, but haven't heard back from you and that tells me one of three things:

- 1) You're all set with inbound marketing and online lead generation, and if that's the case please let me know so can I stop bothering you.
- 2) You're still interested but haven't had the time to get back to me yet.
- 3) You've fallen and can't get up and in that case please let me know and I'll call 911 for you...

Please let me know which one it is because I'm starting to worry... Thanks in advance and I look forward to hearing back from you!

Thank You From Hubspot

Steli,

In reviewing some outstanding business today, I'll be taking Close.io out of my current follow ups at this time. Where we'd initially agreed in the value of our service to strengthen your online engagement, I've reached out to you on several occasions following our initial discussions. Having not received any replies to date, I assume that we've either fallen off your radar or perhaps the interest has diminished to the degree that my follow up is no longer warranted.

I appreciate the opportunity to work with you and wish you the best with your ongoing marketing efforts. I'd be happy to speak with you when you are ready to invest resources into generating leads from your site.

Best,

Sequence First Email

How to import targeted professional social network leads straight into your {company} CRM

{name},

I'd like to discuss your lead gen efforts. We're helping other {industry} companies collect their prospects straight from professional social networks and import them directly into their CRM (adding phone numbers and email addresses).

Quick question: can you put me in touch with whoever is responsible for new prospecting and revenue-generating tools at {company}?

For your convenience I have added a 2 minute video: <http://salesloft.com/product/#video>

Second Email

Re: [same subject]

{name},

Predictable Revenue author, Aaron Ross recently wrote this article: [How Email Marketing Company WhatCounts Added an Extra 26% To Their New Sales Growth Rate In One Year \(+ Their Favorite Sales App: SalesLoft\)](#)

I'd love to help you uncover whether you could do the same. How about a short call so I can understand your revenue objectives at {company} for {enter timeframe}?

Take 2 minutes and check out our intro video: <http://salesloft.com/product/#video>

Third Email

Re: [same subject]

{name},

I have tried to reach out a few times over the past week to go over your lead generation / prospecting strategies at {company}. I have not heard back from you and this tells me a few things:

- 1) You are all set with your current prospecting / lead gen strategies at {company}, and if that is the case please let me know so I will stop bothering you.
- 2) You are interested but have not had the time to respond.
- 3) You are being chased by a hippo and need me to call for help.

Please let me know which one it is as I am beginning to worry... Thanks and I look forward to hearing from you.

First Email

Hi Drew,

My name is Jerry and I am the founder at Shipping Company. We work with organizations like Sears and Target to hold FedEx and UPS accountable.

We track all your shipments, identify those which have been delivered late, and file claims on your behalf. You only pay when packaging tracking is credited to your account.

What would be the best way to get 15 minutes on your calendar to explore if this would be valuable to Company?

Cheers, Jerry

Second Email

Re: [first subject]

Hi Drew,

I'm sorry to trouble you again. At my company, Shipping Company, we give you real time visibility of all shipments, identify those which have been delivered late, and obtain package tracking on your behalf. You pay for performances so if we don't save you money we don't get paid. Who would be the person to speak to about this at Company?

Thanks, Jerry

Third Email

Re: [same subject]

Hi Drew,

Wanted to make sure you got my earlier message. I'd like to learn about the pains of package tracking at Company. If you are the appropriate person to speak with, what does your calendar look like earlier next week? If not, who do you recommend I walk to?

- Jerry

First Email:

Appropriate person

Hi {name},

I'm trying to figure out who is in charge of [leading general statement] there at {company}. Would you mind pointing me towards the right person please, and the best way I might get in touch with them?

Thank you,

Looking for best [insert job area where you'd like to start] contact

{name},

I am doing some research on your company to determine if there is (or is not) a need for [insert your strongest pain point].

Could you please help me by pointing me to the best person there for a brief discussion?

Where shall I start?

{name},

I'm hoping you can help me, who handles the [insert pain point here] decisions at your company and how might I get in touch with them?

[theircompanyname] and [yourcompanyname]

{name},

I'm sorry to trouble you. Can you tell me who makes the [insert pain point here] decisions at your company and how I might get in touch with them?

Second Email:

Re: [same subject]

Hi {name},

I didn't hear back from you last week when I was looking for the appropriate person managing your [statement]. That's not a problem.

If it makes sense to talk, let me know how your calendar looks. If not, who is the appropriate person?

Third Email:

Re: [same subject]

Hi {name},

I have tried to get in touch with you to see if there is a mutual fit between our companies expertise and your goals around [statement].

If you are not interested or there is another person you would like me to follow up with, please let me know.

Would it make sense to invest 5-10 minutes to determine if there is a mutual fit between your [statement] and our expertise? If not, who do you recommend I talk to?

Fourth Email:

Re: [same subject]

Hi {name},

I've reached out a few times regarding your sales prospecting strategies there at {company}. My guess is that we're out of touch for one of three reasons:

- You don't see a fit
- You have another solution to create predictable outbound prospecting numbers
- You are secretly a superhero and have been too busy fighting crime to reply

If any of these are correct then they may be the exact reason why we should talk now...

First Email

Revenue Growth

Hi {name},

My name is {salesrepresentative} and I'm with {sendercompany}, a [what you do].

We've worked with venture backed startups to Fortune 500 companies like [companies you've worked with].

We take a different approach to growing companies and aren't like [other companies in a competitive niche].

We move quickly and if we don't think we can kick butt for you, we'll be upfront about it.

Are you free for a chat this week or next about marketing? If so, please pick a time slot here: [link to book a meeting using scheduleonce.com]

Second Email

Growth initiatives

{name},

I wanted to see if you had 5-10 minutes to connect re: [what you do]. We've been able to generate solid revenue for our clients and both are still fairly untapped.

Can you point me to the person that handles this?

Third Email

{name}

Hi {name},

We recently helped a startup [insert result] by [what you do].

Can you point me to the person that handles [what you do] to discuss further?

Fourth Email

Scaling customer acquisition

{name},

One of our clients was able to [improve metric by number] at half of their target cost per acquisition number. Is this something that might interest you right now?

If so, can you point me in the direction of the person that handles this?

Fifth Email

Are you ok?

{name},

I reached out previously regarding WHAT YOU DO and haven't heard back from you yet.

This tells me a few things:

- You're being chased by a T-rex and haven't had time to respond.
- You're interested but haven't had time to respond.
- You aren't interested.

Whichever one it is, please let us know as we're getting worried!

Startup

John – my name is Tyler and I'm the CEO of Clever. My company has developed new technology that reduces the time spent doing SIS integrations by 80%.

I figured this might be of interest to you given the new middle school reading software Scholastic just released.

I'd love to get your feedback even if you're not in the market for this right now. Do you have 20 minutes this week?

It looks like I'm open Tuesday at 1 or 2pm ET if either may work.

Tyler

Looking for advice

Hi FNAME,

I'm a first time entrepreneur and I just started to build my product. I'm looking for experts in this space and several of my friends pointed me in your direction. So I was hoping you could give me your feedback before I spent too much time building something that nobody wants :)

Here's my idea: I have a crawler that crawls millions of websites daily and can see who started a free trial with Mixpanel almost instantly. Do you think information like that would be valuable for somebody like KISSmetrics or I'm just wasting my time here?

Thanks in advance! -ilya

Here are some additional examples of subject lines,

Subject Lines

Ben, loved your tweet yesterday

Ben, love what you guys are doing at Datanyze

Appropriate Person?

Right Direction?

Quick Question?

[Mutual connection] recommended I get in touch.

Ideas for [thing that's important to them].

Question about [recent trigger event].

Question about [a goal they have].

Thoughts about [title of their blog post].

Have you considered [thought / recommendation]? (not your service!) (Name), quick question for you.

[Referrer] said you might be able to answer this question.

Opening Lines

I noticed you ...

[Mutual connection] mentioned ... I Saw that we both ...

I loved your post on ... Congratulations on ...

The Most Successful Campaigns

In the end, the campaigns that will out perform always have these 3 vital elements:

1. Right List
2. Right Offer
3. Right Message

Using the right offer targeted at the right list will yield your best results. List quality is a combination of right people, valid-fresh contact data with the personalized data to incorporate into your emails.

The Future

As you can see from all these examples the future of cold-email templates is more personalization and segmentation. The days of “can you point me in the right direction...” are limited.

Predictable Revenue is a great model your outbound campaigns but recommend creating more personalized templates and shy away from the over used original templates - shared in the Predictable Revenue book.

Personalization of not only emails but the web/landing pages you send prospects will be the next activity leading Sales Operations and Marketers will begin to test. Optimizely conducted an internal test and found a 117% increase in account creations when the page(s) that prospects were directed to were personalized for them.

Recommend Reading

<https://blog.optimizely.com/2016/06/23/ab-testing-personalized-homepage/>

Happy Selling,
Steven Wagner
