

5 Sales email templates that really work



1 The “common ground” email

Research the prospect online. Look for mutual interests, hobbies, or acquaintances. You could discover common ground and a reason to reach out.

TIP Approach with caution. You want to come across as having done your homework, not creepy.



SUBJECT

Prospect Name , Jessie recommended I reach out

MESSAGE

Hi Prospect Name ,

Our mutual connection, [connection name], and I were talking recently about [hot topic]. She said you were an expert on this issue.

I'm writing an article about [hot topic] because it's relevant, timely, yet confusing to many of my customers. *Can I include your perspective, Prospect Name ?*

Regards,
[Your Name]

2 The “problem solver” email

Prospects are looking for guidance and advice on how to tackle a problem. Tailor your email that way to get their attention.

64%

of B2B buyers appreciate it when a salesperson contacts them with relevant information.

TIP While it's okay to lightly mention your offering as a solution, you might be better off saving that for later.



SUBJECT

Prospect Name , How to put an end to [problem]

MESSAGE

Hi Prospect Name ,

Your LinkedIn post discussing how your company is struggling to overcome [problem] made me think of others I know experiencing the same frustration.

What seems to work is when companies tackle these three core issues:

- Lack of integrated systems
- Manual processes
- Unawareness about the latest options

Prospect Name , let me know if you'd like me to send an eBook my company put together that spells out how to effectively address these issues.

Regards,
[Your Name]

3 The “case study” email

67%

of B2B buyers rely on peer recommendations

41%

on case studies when making a final purchasing decision.

Use the power of peer influence: Highlight a similar company/customer, and show how your solution made a difference.

TIP If executed well (without sounding self-serving), this email can capture attention and trigger a response.



SUBJECT

Prospect Name , Here's how to drive X% higher revenues

MESSAGE

Hi Prospect Name ,

Your latest company blog post showcases your strategic initiative to do [initiative name]. Congratulations on spearheading such an important endeavor!

As you prepare to move forward, you'll be interested to learn how others in your position pulled off the same project successfully. In fact, I know of [prospect's role] in three companies very similar to yours that generated an average of 17% higher revenues by using [your solution] to power their new processes.

Prospect Name , let me know if you'd like me to forward the case studies detailing how they achieved such impressive results.

Regards,
[Your Name]

4 The “giver” email

Few people will turn down a free offer. Focus on a giveaway, whether it's an eBook, a free trial, or a free evaluation.

TIP The more exclusive or insightful the offer, the more valuable it will be perceived by the client.



SUBJECT

Prospect Name , find out how your website stacks up

MESSAGE

Hi Prospect Name ,

Your content-rich website is visually stunning, but I ran a performance test that shows it might not be loading quickly enough for your site visitors.

Would you like to see the results and how your site compares to the competition?

Regards,
[Your Name]

5 The “no-nonsense” email

Sometimes you need a straightforward message to drive a sale.

TIP Write the shortest email possible with bullet points, quickly describing how your solution can benefit the prospect.

