1 Lead A Day

20 Email Templates Used By Real Salespeople

BROUGHT TO YOU BY

HubSpot

breakthrough EMAIL

Writing an effective sales email requires a few things:

Information to refer to for rapport-building
Research to understand the buyer's context
Correct phrasing to avoid being too salesy
Cutting down words so the email is short and sweet

The first two elements are already time and energy consuming; after all that research, you still need to write the dang email. That might take you another 20 minutes to do. Maybe these thoughts sound familiar:

Change "will you..." to "I just wanted to ask for you to..."
Should I sign off with "Best," or "Thanks," or... something else?
This list should be in bullet points instead.
My introduction is too long, it sounds too salesy.

Email templates can be among a rep's best assets because they save time and energy.

Below are 20 email templates from Breakthrough Email, HubSpot, and x other sales experts that we actually use. These exact emails will help you develop rapport and effectively follow up with prospects. One email closed a $100,000 deal. Another follow up receives a 33% response rate.

We've provided context around each email so you know how to best use each one. Rather than copying and pasting the email templates directly into your compose window, we suggest that you start with the template and tailor it to your context.

Let's dive in.

Don’t forget that the recipient of your cold email is is living and breathing human. The purpose is to start a conversation, not go straight for the sale.

Heather Morgan, founder of SalesFolk, a sales copywriting business, shares her best practices for writing an email:

1. “E-Stalk” Your Prospects Like a Journalist
Do your research to learn about them and their interests. Look at their LinkedIn, Twitter, and other social media profiles.

2. Write Powerful Subject Lines
Two examples of powerful subject lines:

a) Ask a question: “how competitive is [COMPANY]’s ______?”

b) Offer valuable advice: “idea for ______”

3. Take Your Prospects to the “Meat” As Fast As You Can
Benefits are more impactful than features because they elicit emotion. Make a list of benefits before you even start writing a single email to prospects. This will help you create a more powerful email campaign and prevent you from running out of ideas. Each benefit can then become a different email.

4. Build Credibility With Compelling Social Proof
Stats and hard numbers are great for demonstrating the value you can add, but not without context. Great sales emails paint a “before-and-after picture” of a problem your product or service has solved for a customer and how it improved their business.

5. Always Make Your Cold Emails Feel Personal
Keep the email conversational. No matter if you’re going to write to 5 people, or 10, or 213,562. Write for one person. At least to start with. That will help you personalize your message. Then, you can reverse engineer it for a mass email.

6. Use a Powerful Call-to-Action
Here’s an example of a call-to-action that came from an email template with a high response rate: “When do you have time for a short call to hear how Linkedin was able to double their sales productivity?"

7. A/B Test and Optimize Your Messages
Split your list of prospects into two. Send one group variation A of the email and the other group variation B. Schedule the email campaigns to send your emails to each list at the same time.

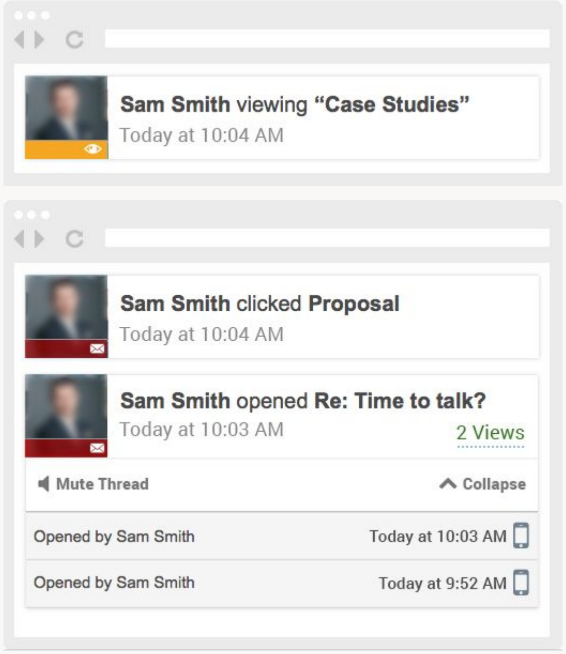
After a HubSpot Sales Email Tracking Notification
Credit: Mack McGee, Executive VP & Principal at Groove

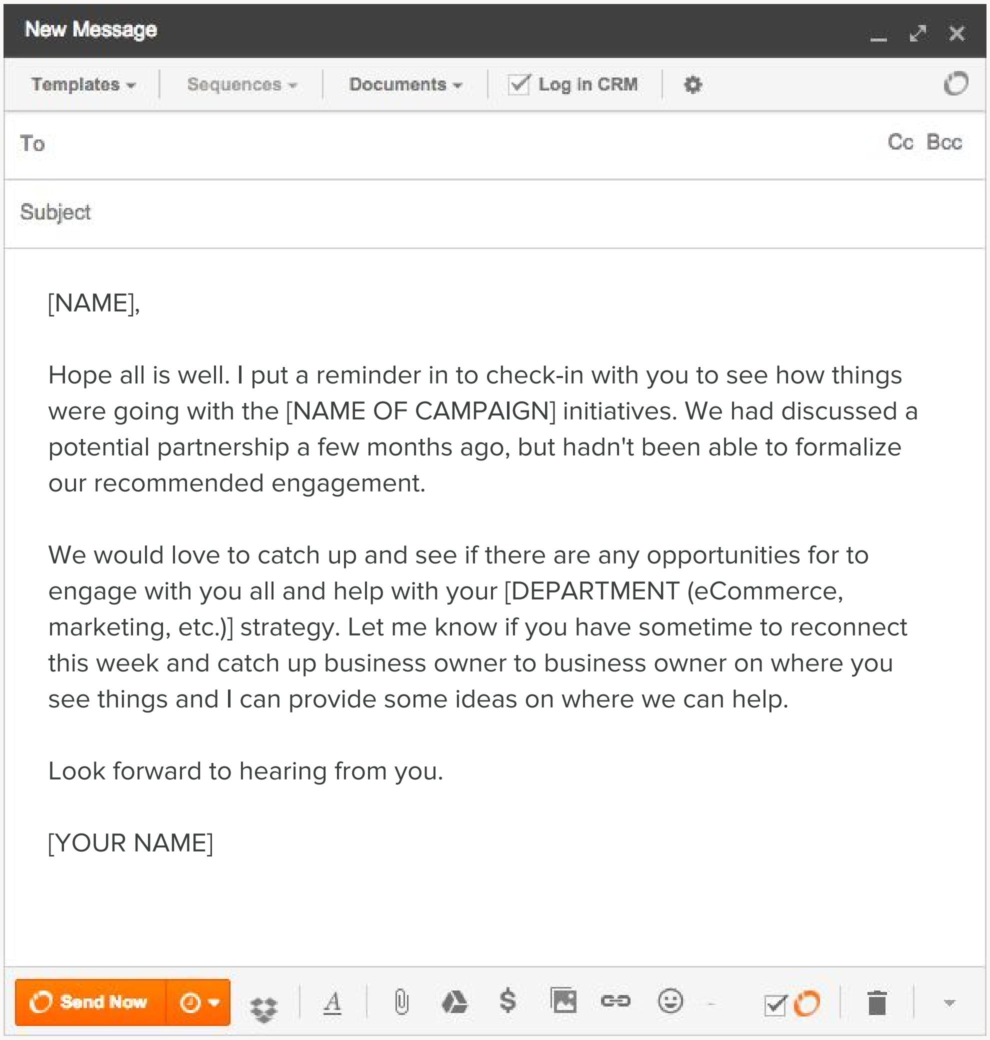
In January 2014, Mack McGee was sure he would land a contract with a prestigious eCommerce client, but they suddenly fell off the map.

He followed up over and over again, but had no luck. Eventually, he gave up.

Nine months later, he received an email tracking notification indicating the lead had re-opened one of Mack's emails and clicked on the link to view his proposal. This lead from 9 months ago appeared to be interested again.

After seeing these notifications, he sent this follow-up email template and ended up closing a $100,000 deal he thought he had lost.





[NAME],

Hope all is well. I put a reminder in to check-in with you to see how things were going with the [NAME OF CAMPAIGN] initiatives. We had discussed a potential partnership a few months ago, but hadn't been able to formalize our recommended engagement.

We would love to catch up and see if there are any opportunities for to engage with you all and help with your [DEPARTMENT (eCommerce, marketing, etc.)] strategy. Let me know if you have sometime to reconnect this week and catch up business owner to business owner on where you see things and I can provide some ideas on where we can help.

Look forward to hearing from you.

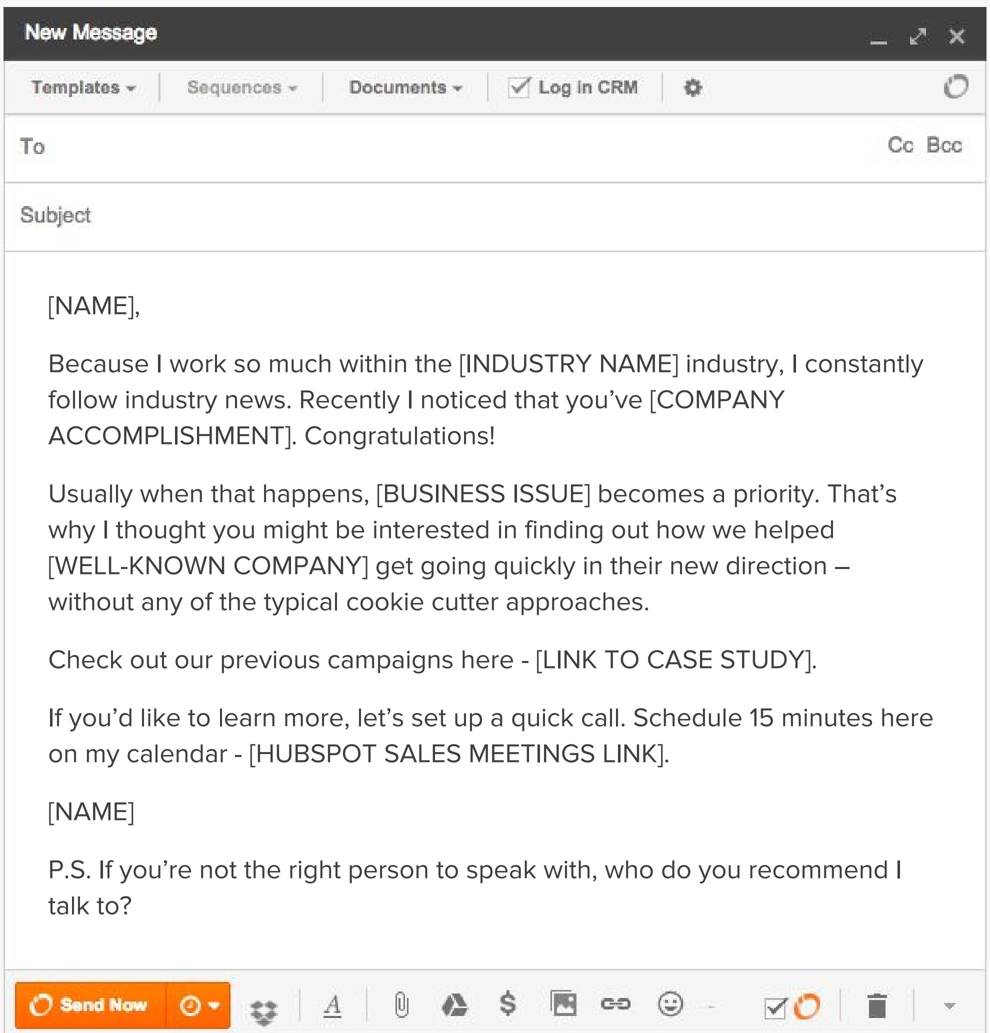
[YOUR NAME]

After Finding Your Prospect in the News
Credit: Matthew Scott, VP of Global Sales

Matthew's marketing agency used to get 90% of new clients from referrals. If they had more time, they'd generate more leads through inbound marketing and purchase more advertisements, but they were limited on time and money.

As a result, they created a series of emails (using **HubSpot Sales Sequences**) that closed $100,000 in 30 days.

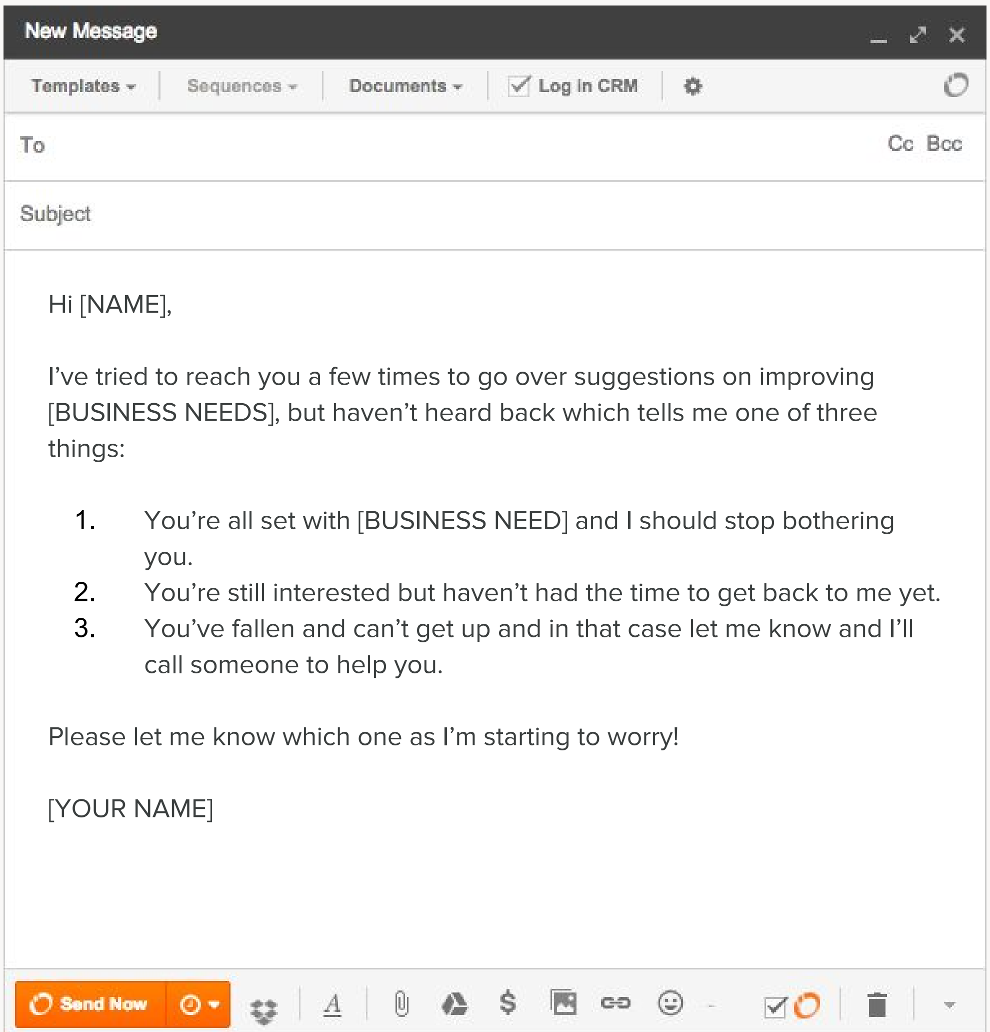
This email is the first of the series.



A "Breakup Email" That Gets a 33% Response Rate
Credit: Katharine Derum, HubSpot Sales Manager

When all else fails, it might be time to send the “break up email.” Your prospect may have completely fallen off the map and ignored your multiple follow-up attempts - a “breakup email” can often do the trick to re-engage them.

In fact, Katharine says her team often sees a 33% response rate from this email.



Hi [NAME],

I’ve tried to reach you a few times to go over suggestions on improving [BUSINESS NEEDS], but haven’t heard back which tells me one of three things:

1. You’re all set with [BUSINESS NEED] 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!

[YOUR NAME]

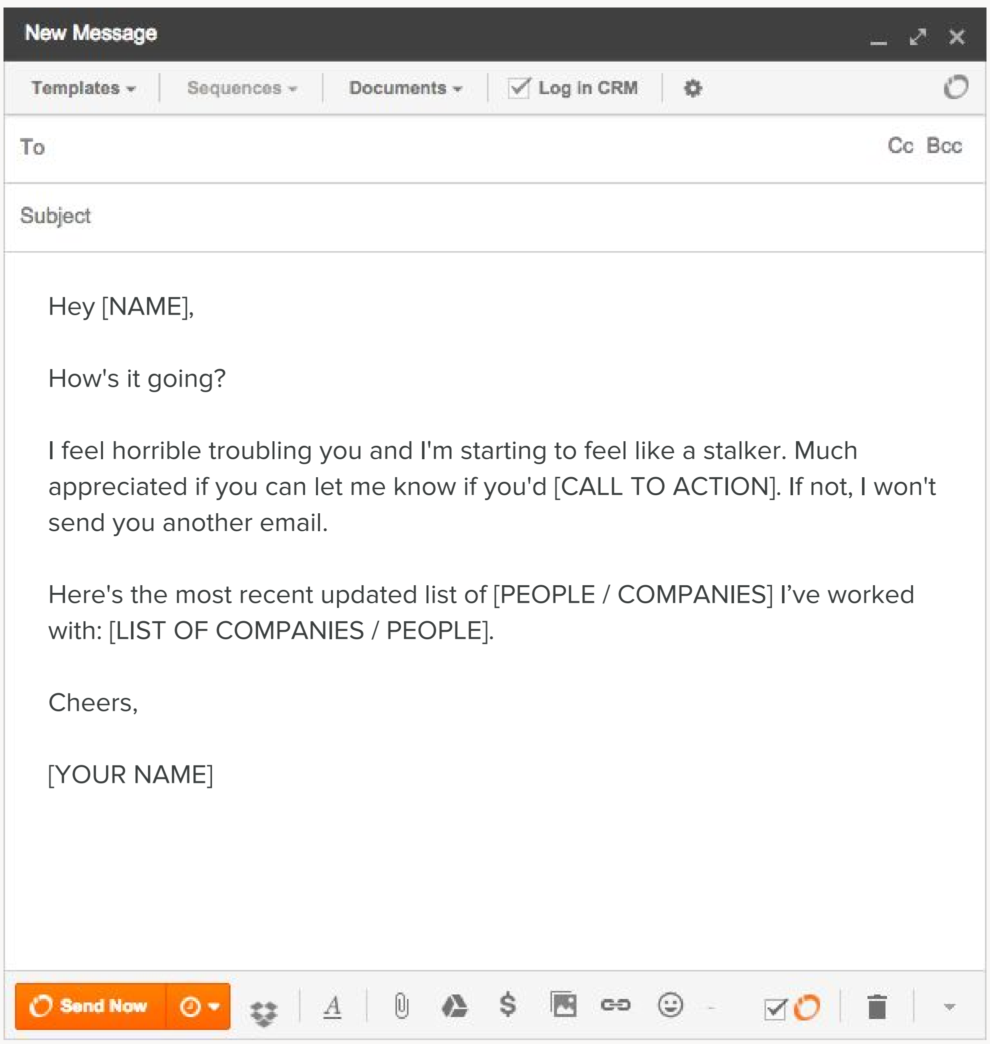
The “I’m starting to feel like a stalker” Email That Booked a Conference in 5 Days
Credit: Lloyed Lobo

Lloyd had sent emails and followed up with 250+ Silicon Valley Executives to book them to speak at his conference. He had five days to contact everyone and fill up his speaker line-up.

After the initial invitation and following up with social proof of executives he had already booked, he had one more trick up his sleeve and was able to book Silicon Valley Executives such as:

CEO of Zenefits, Parker Conrad
CMO of Slack, Bill Macaitis
Co-founder of EventBrite, Julia Hertz
COO of Evernote, Linda Kozlowski

And more. Here was the final email he used to re-engage prospects.

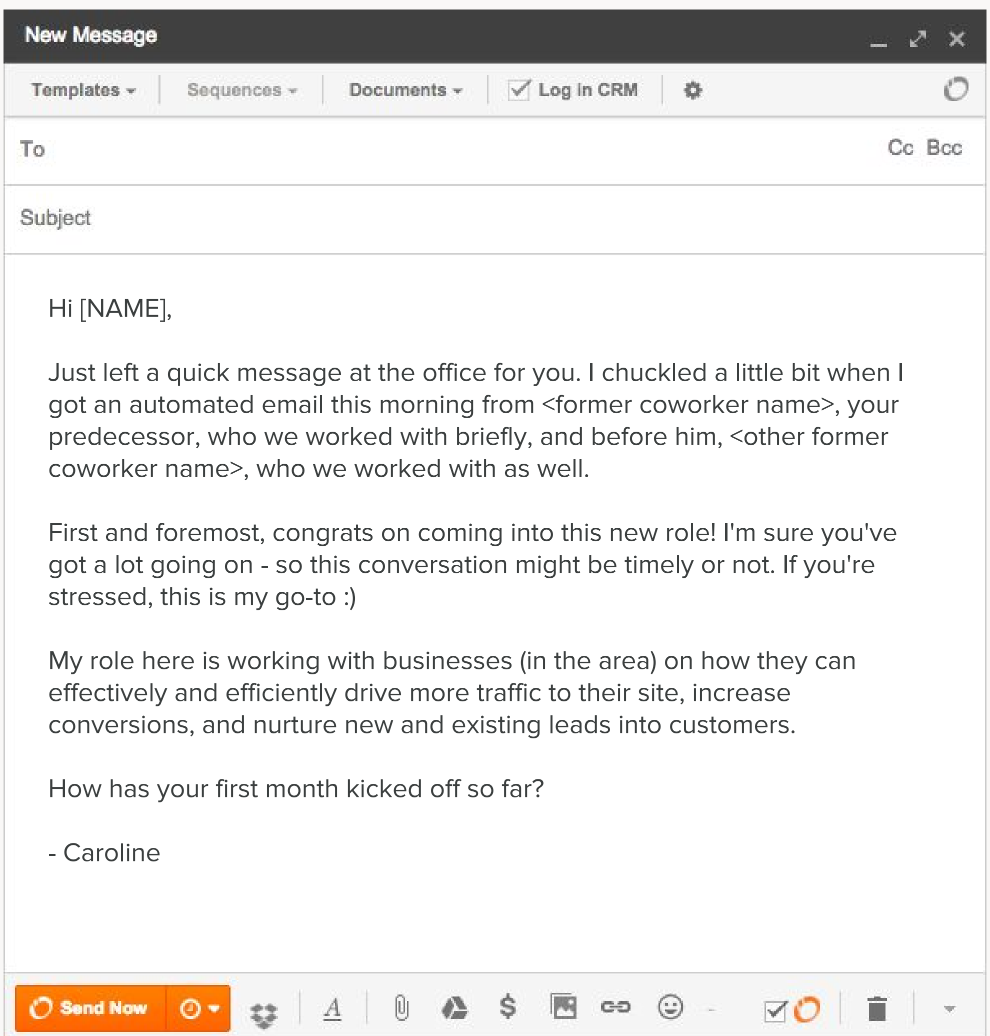


Emailing Someone New in the Role
Credit: Caroline Ostrander, HubSpot Business Development Rep

At HubSpot, we encourage our team members to experiment with writing their own prospecting emails. Some of the best emails are crafted by individuals and later rolled out to the team. Here are five things Caroline does well in the email below:

1. Referenced previous efforts trying to help the company and mentioned his co-worker's names
2. Leveraged a trigger event: Her prospect getting a new job
3. Related to the prospect by suggesting that taking a new role is stressful
4. Very lightly introduced her expertise
5. Did NOT ask for a time on his calendar and instead asked an open-ended question designed to merely elicit a response

P.S. She did get a response - the guy asked her for a meeting instead.



Hi [NAME],

Just left a quick message at the office for you. I chuckled a little bit when I got an automated email this morning from <former coworker name>, your predecessor, who we worked with briefly, and before him, <other former coworker name>, who we worked with as well.

First and foremost, congrats on coming into this new role! I'm sure you've got a lot going on - so this conversation might be timely or not. If you're stressed, this is my go-to :)

My role here is working with businesses (in the area) on how they can effectively and efficiently drive more traffic to their site, increase conversions, and nurture new and existing leads into customers.

How has your first month kicked off so far?

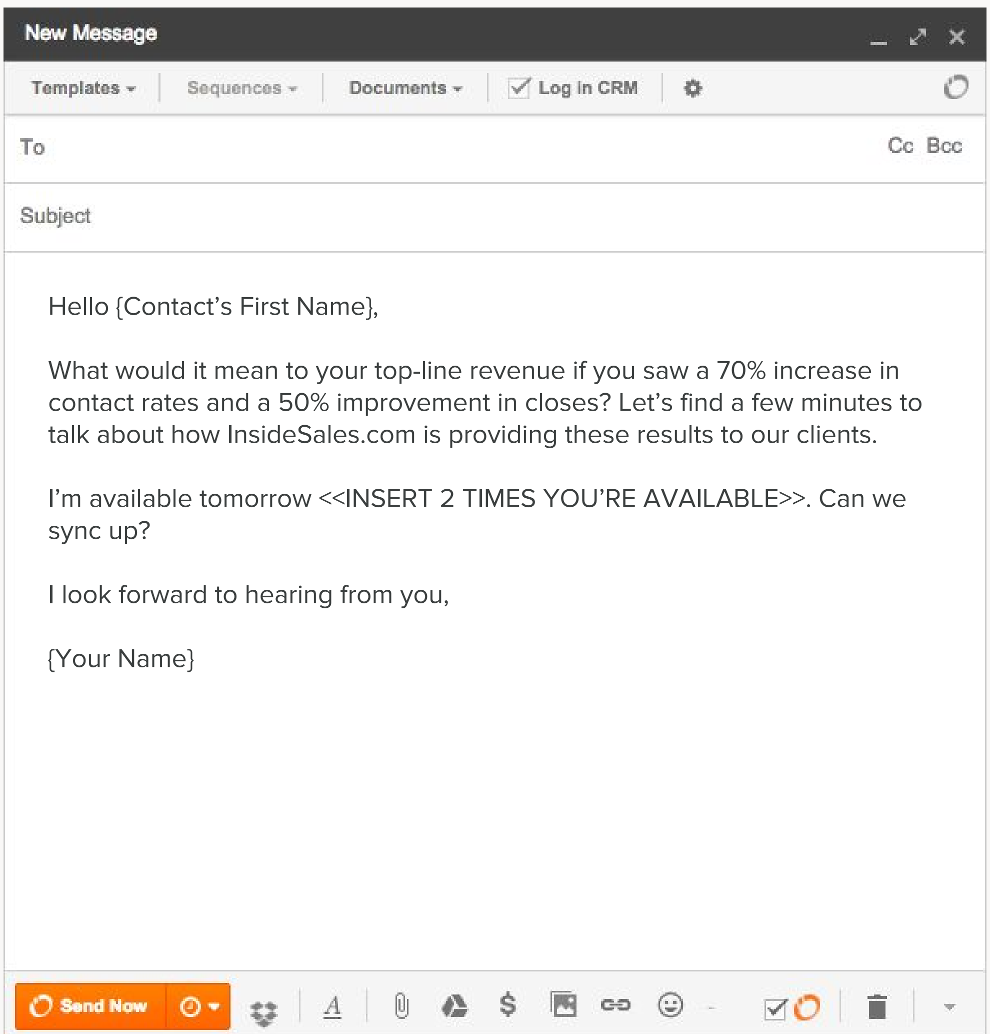
- Caroline

The InsideSales Team

This is a simple email the sales team at InsideSales uses in their drip email campaign.

It gets straight to the meat by providing a benefit and asking how that could help the prospect.

Something that could be improved is if they mentioned previous clients they’ve worked with that add more credibility.

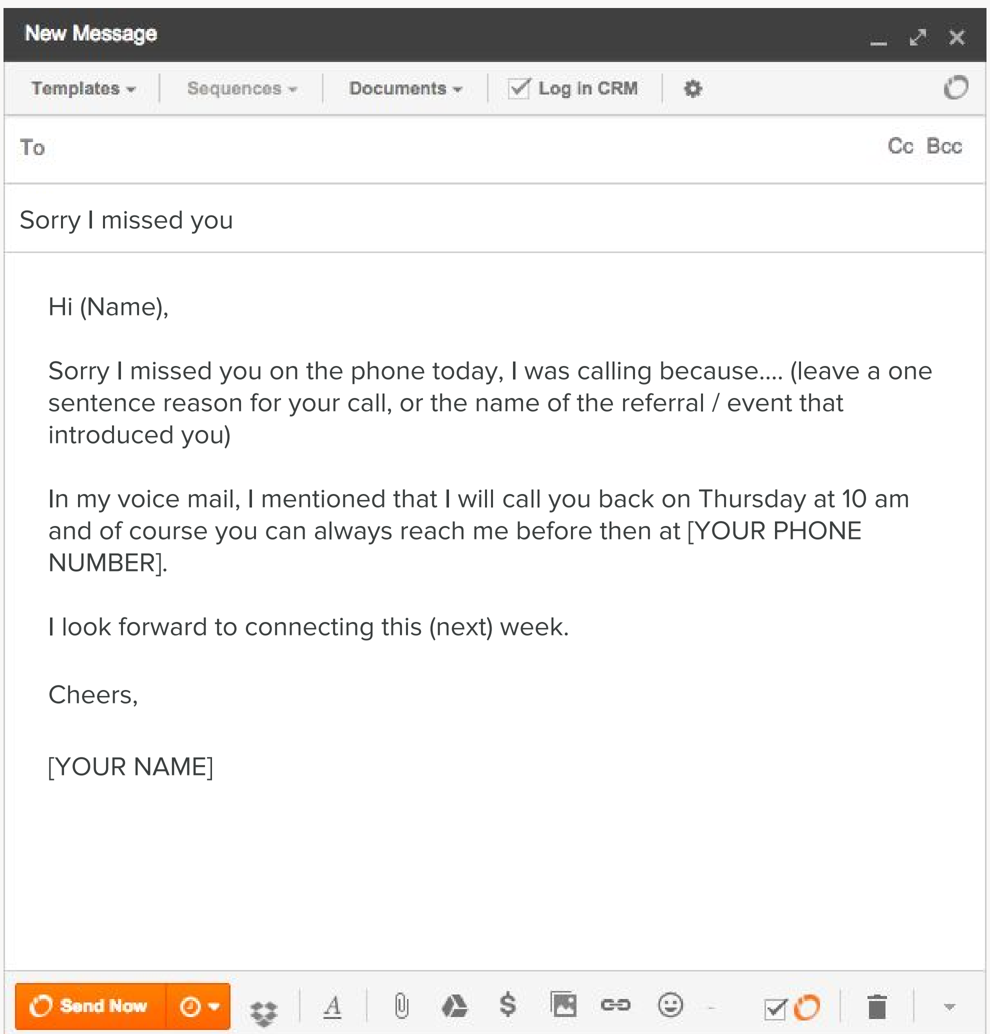


After a voicemail
Credit: Colleen Francis

You tried calling, but your prospect didn't pick up. Colleen Francis, owner of [Engage Selling Solutions](), recommends sending the follow-up email below immediately after leaving a voicemail and specifying a specific date and time for the next call,

According to Francis' clients and her own personal experience, this email has an 80% response rate within 24 hours.

It works because clients aren't always at their desks to take calls, but because the email is short and directive, it's easy to read and respond to. Prospects can answer with a short response from their phone.



Sorry I missed you

Hi (Name),

Sorry I missed you on the phone today, I was calling because.... (leave a one sentence reason for your call, or the name of the referral / event that introduced you)

In my voice mail, I mentioned that I will call you back on Thursday at 10 am and of course you can always reach me before then at [YOUR PHONE NUMBER].

I look forward to connecting this (next) week.

Cheers,

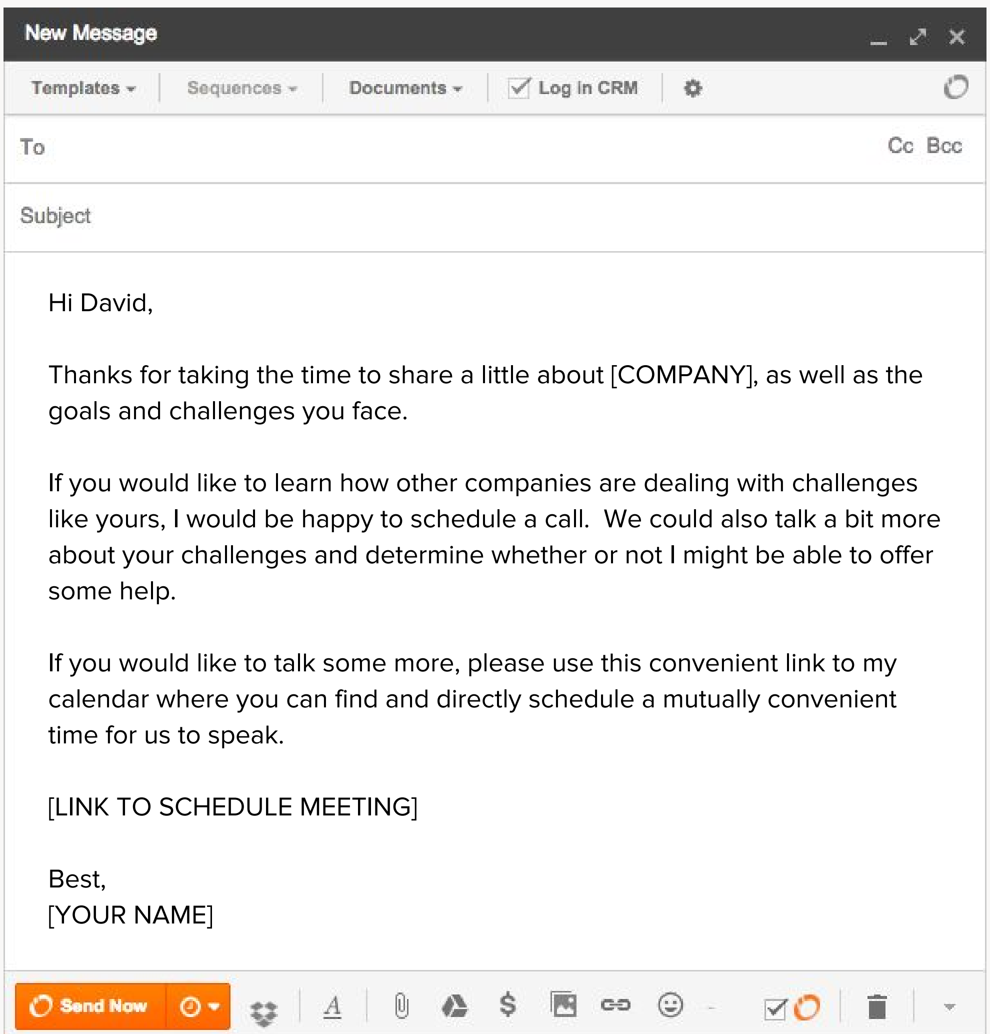
[YOUR NAME]

Follow-Up Email to a First Outreach
Credit: Dave Kurlan, CEO of Kurlan & Associates, Author of Baseline Selling

Dave recommends sending the email below right after a first conversation. The first conversation may not uncover a lot of information, but if you manage to open up the dialogue and speak a little on their challenges, then this is how you can keep that conversation going.

This email makes it clear that you aren't looking to just sell them, but making sure that you can help them.

It also makes it easy for them to get in touch. Dave uses a tool that lets the prospect **easily choose time from his calendar** so they don't have to do the back-and-forth dance of scheduling a call.



The Kurious Kitten Approach - An Email Template That Converts
Credit: Amanda Holmes

This template was created after one of my webinars, we didn't see the sales like I expected and I was trying to figure out why, so we just decided to ASK. How many times do you have clients that don't buy and you wonder why? Just ASK. This template converts more sales than all my other webinar follow ups combined. This was one of the components that assisted me to increase my webinar conversion rate up 1,100%!

Ask them why they didn't buy, and give them a gift in exchange for their response. It started more conversations that led to sales, it reminded those that forgot they wanted to buy, and it also gave me GREAT feedback on what my clients wanted. Honestly the best part was actually the feedback, that allowed me to create other products, and adjust my offer so it was more aligned with what my prospects wanted. Use this template in your next webinar and see what it does for you!

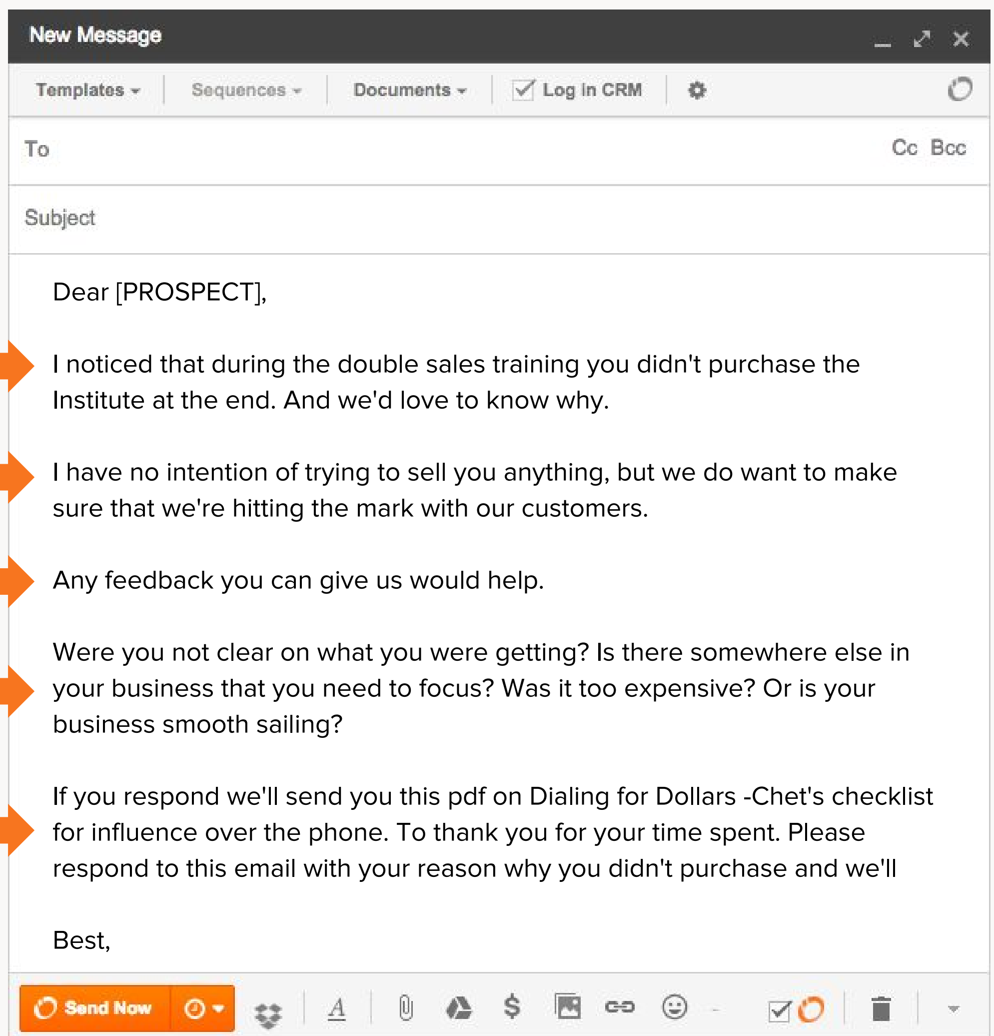
1. Why they're getting the email

2. Reassure them you have no intention of selling them

3. Everyone loves to share

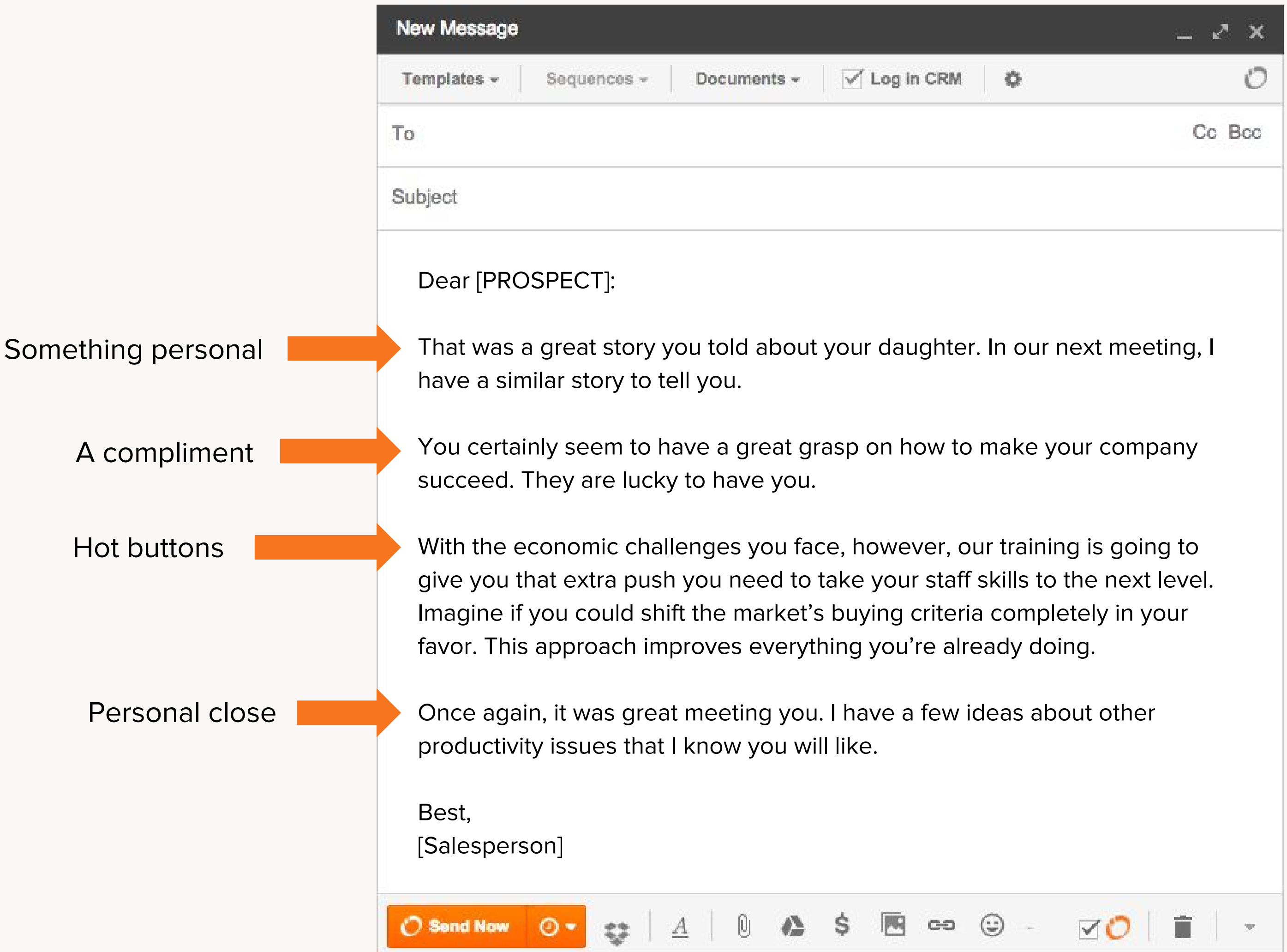
4. Prompt them With questions

5. Give them something in exchange for their time



How to follow up with your prospect the right way without annoying them
Credit: Amanda Holmes

This is the template that every follow up letter should follow. It hits on the four elements of an effective follow up email: something personal, a compliment, hot buttons that impact them, and a personal close that focuses on them.



Learn more about Chet Holmes International. Get a free download of the Chapter that Changes Lives from our NY Times Best Selling Book "The Ultimate Sales Machine" www.chetholmes.com/ch4 .

It teaches how you can increase sales 400% by adding only one additional strategic objective.

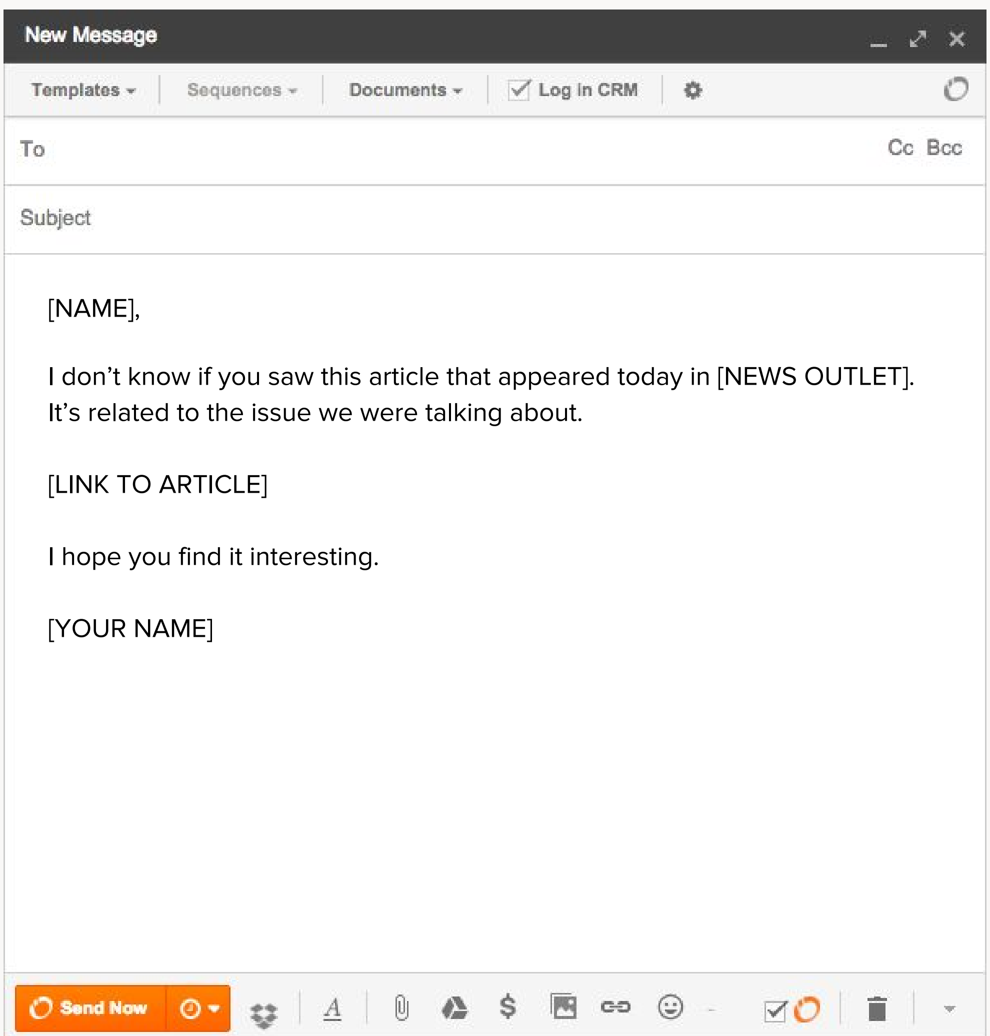
Keeping the Conversation Going with a Prospect
Credit: Jill Konrath

The follow-up email below is totally non-threatening yet ties into a conversation you're having with a prospect regardless of if they're ready to buy.

Start by finding relevant content. Always keep your eyes peeled for good info.

In the email, the first two sentences explain context. Then link. Finally, closing sentence a la "Hope you find it helpful/useful/interesting.

It's so much more effective than a touching base message.

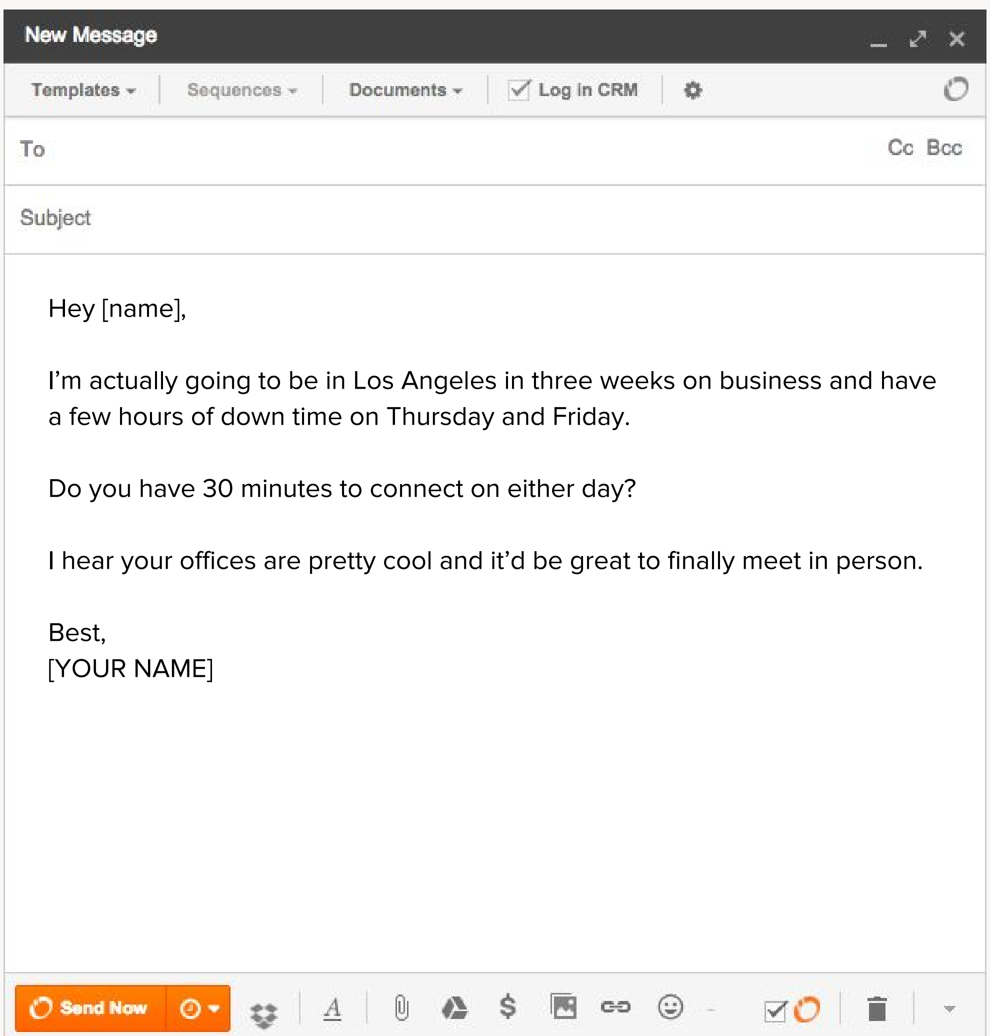


The Neighborhood Technique
Credit: Scott Britton - scott@gettroops.com

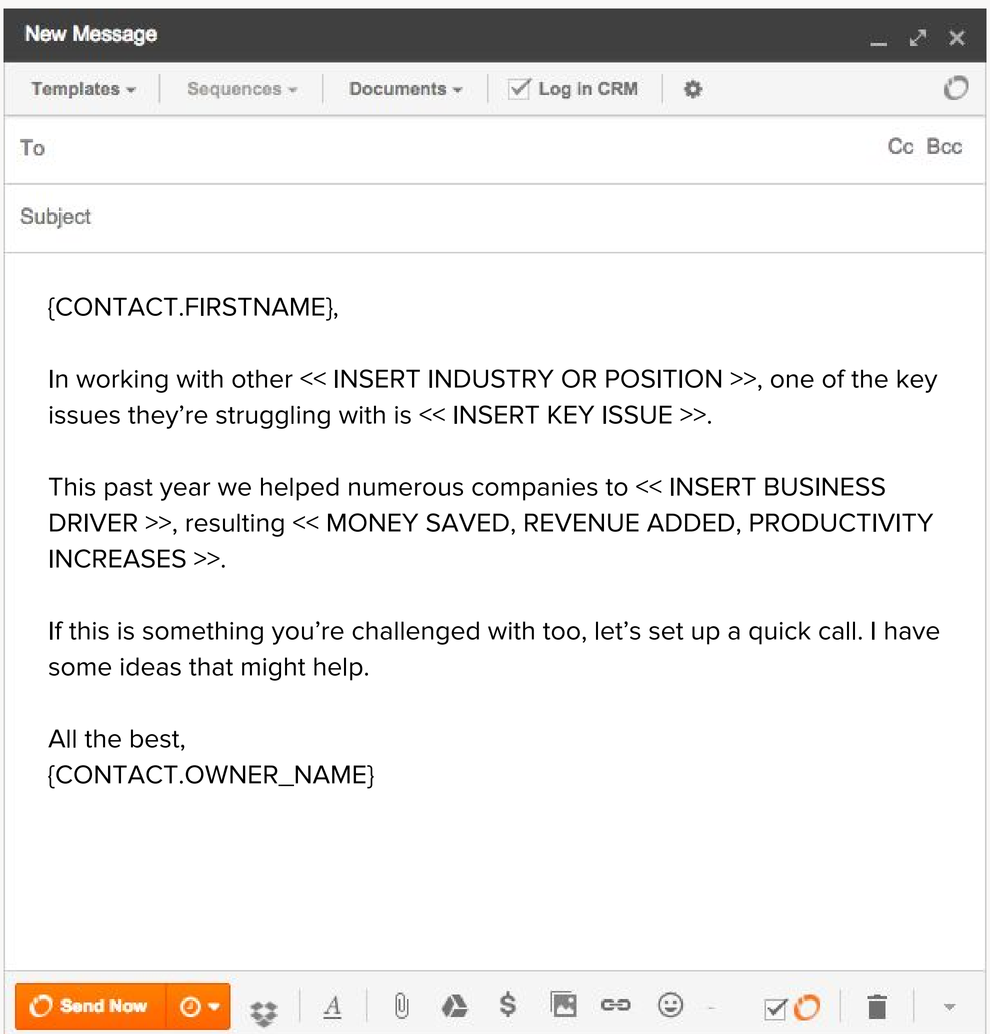
This technique is perfect for

- When you can't get someone to commit to a meeting
- When a deal is stalled
- When you're looking to expand existing deals or partnerships

Create the perception that you're already going to be somewhere close in proximity to a prospect. Ask them to get together "because you're going to be in the neighborhood."



Business value in first touch - Jill Konrath



Feel free to use these email templates as you see fit. By using HubSpot's CRM to you can save templates and include them in an email in just two clicks. You can also add them to an automated email sequence that takes care of the follow up for you!