

3 PROVEN SALES EMAIL TEMPLATES

used by successful companies and sales experts

You write emails every day for prospecting,
scheduling meetings, following up, and closing.
However, the grim reality is ...

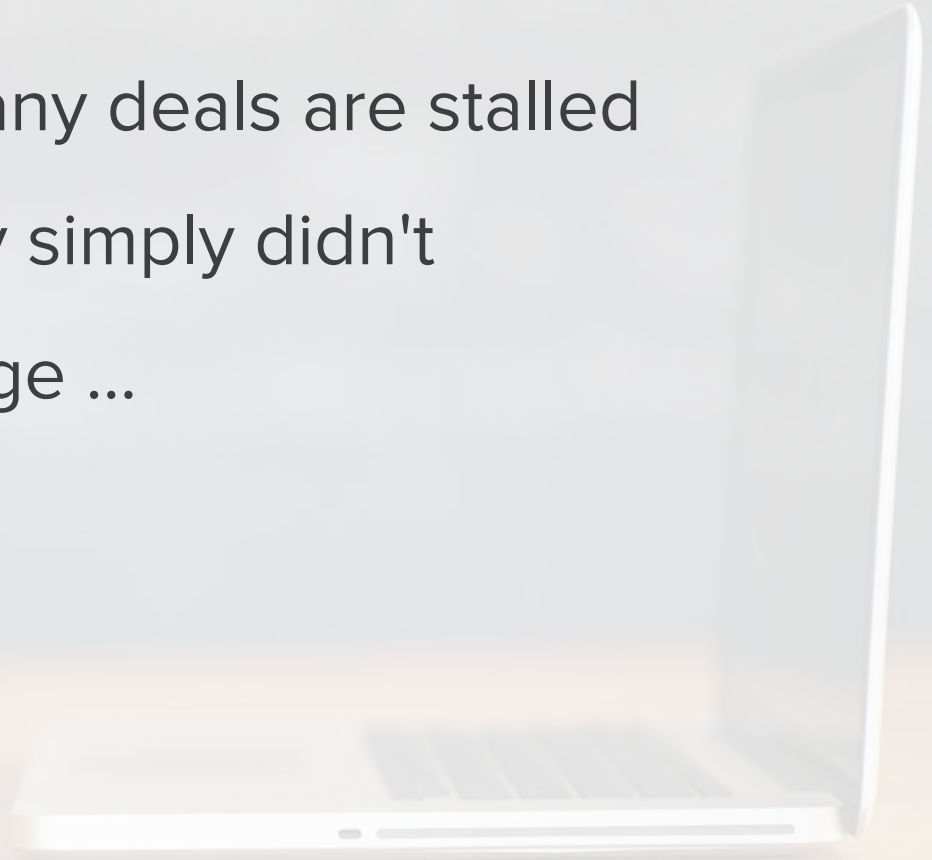
You write emails every day for prospecting, scheduling meetings, following up, and closing.

However, the grim reality is ...

76% of emails never
even get opened.

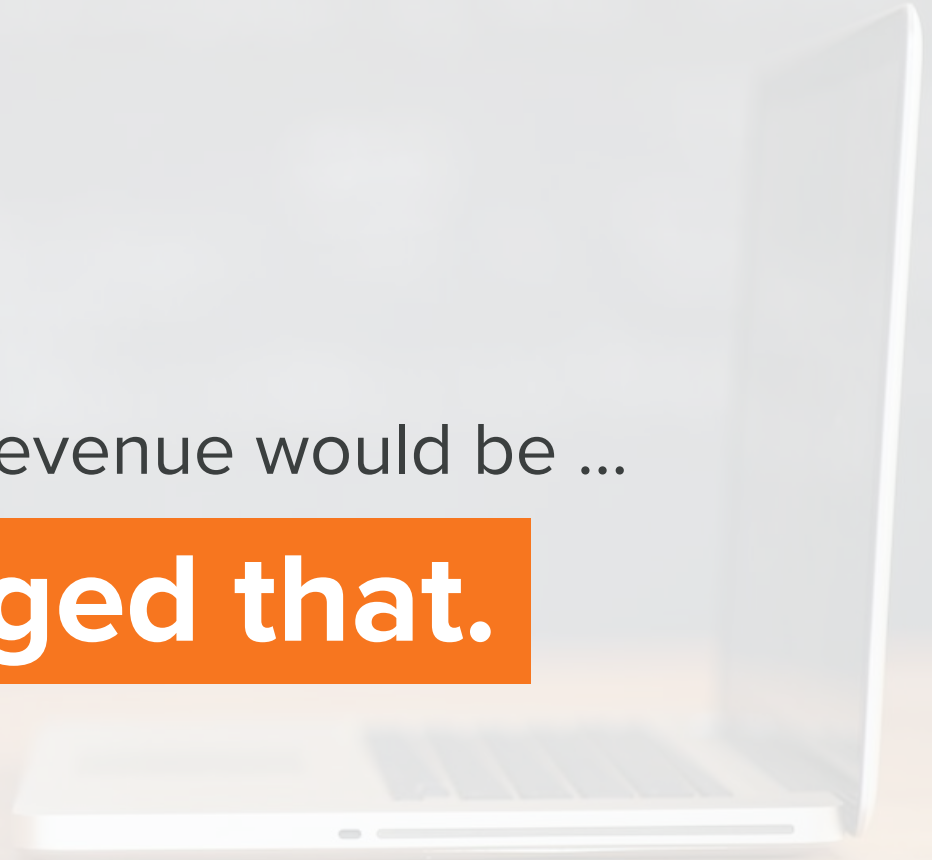


Think about how many deals are stalled
or lost because they simply didn't
receive your message ...



Imagine what your revenue would be ...

if you changed that.



We're going to share **three email templates**

with you that have:

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with you that have:

- ① Closed a \$100,000 deal

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- ① Increased a CEO's conversion rate by 1,100%

We're going to share **three email templates**

with you that have:

- ① Closed a \$100,000 deal
- ① Increased a CEO's conversion rate by 1,100%
- ① Received a 76% response rate after the prospect went dark

1

The “Permission to Close Your File”
Email That Gets a
76% Response Rate



Used by: **Bryan Kreuzberger**
Founder, Breakthrough Email

1

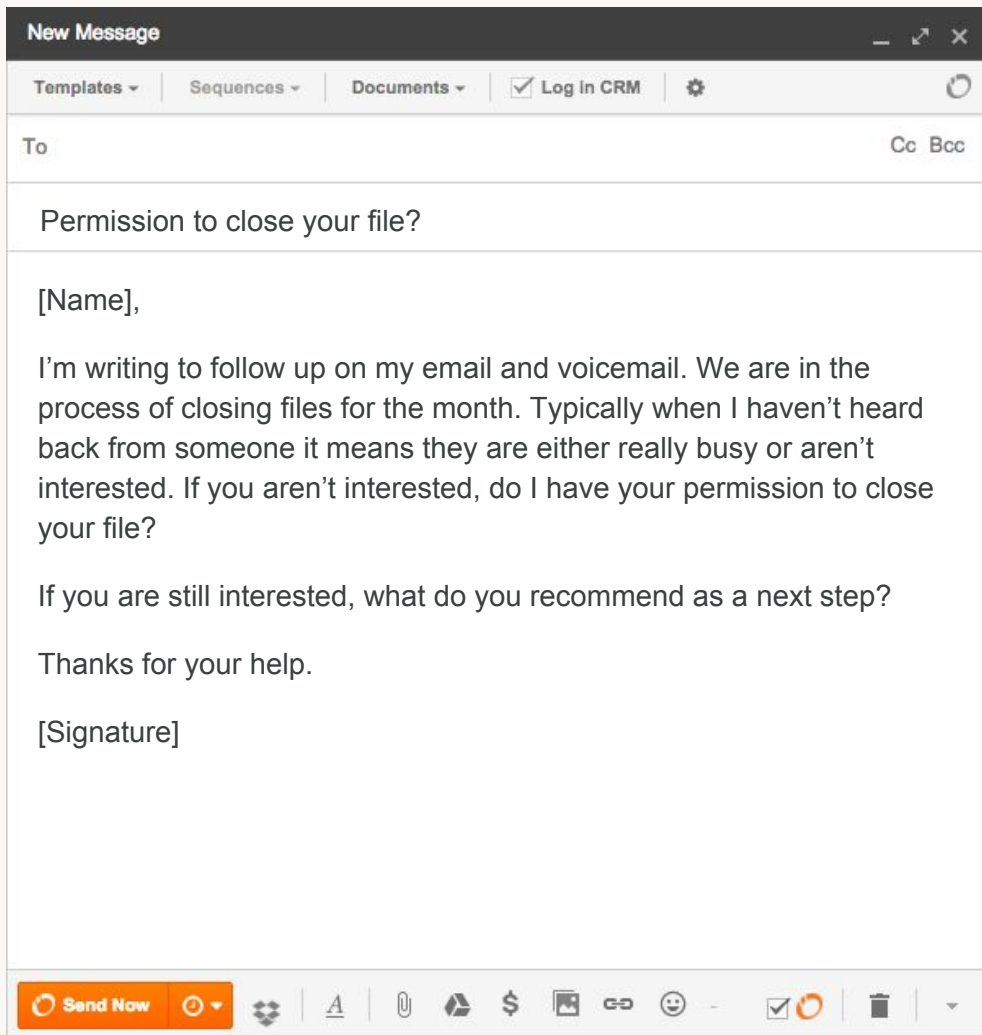
“Permission to Close Your File” Email That Gets a 76% Response Rate



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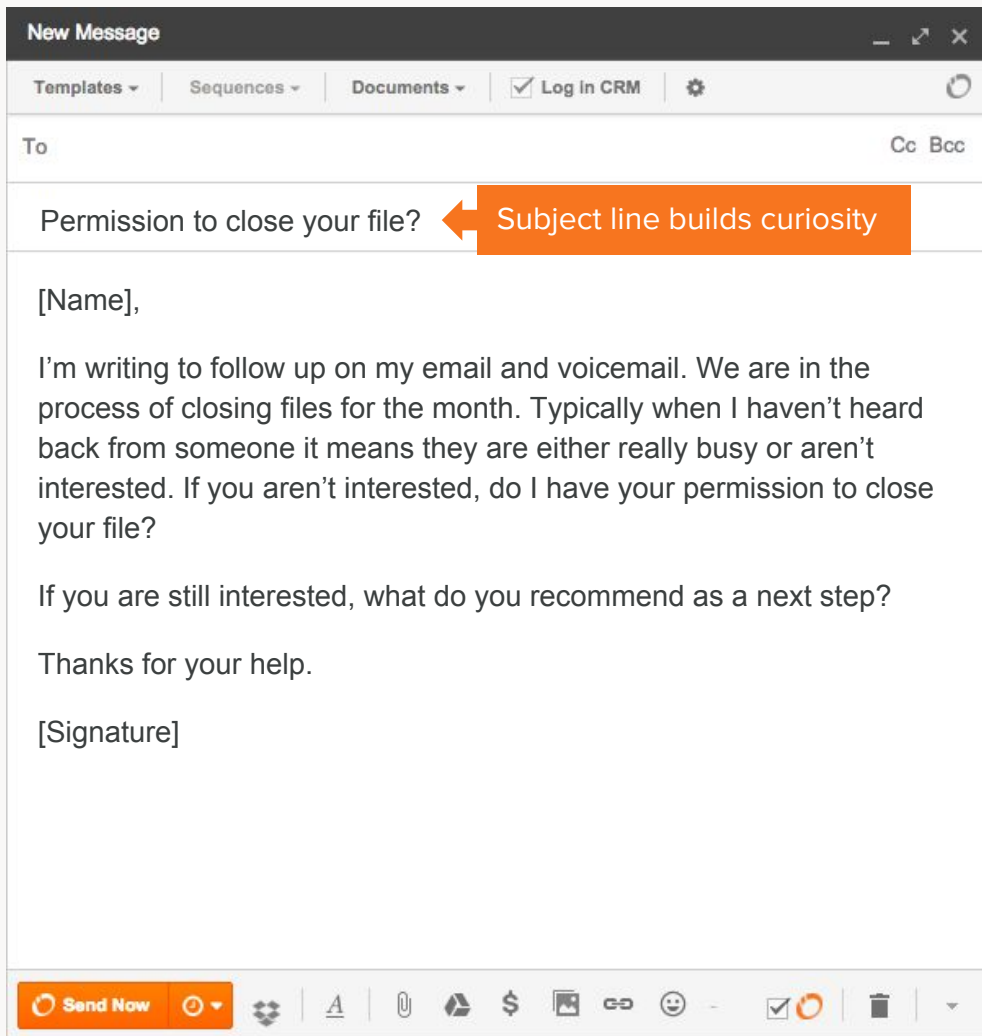
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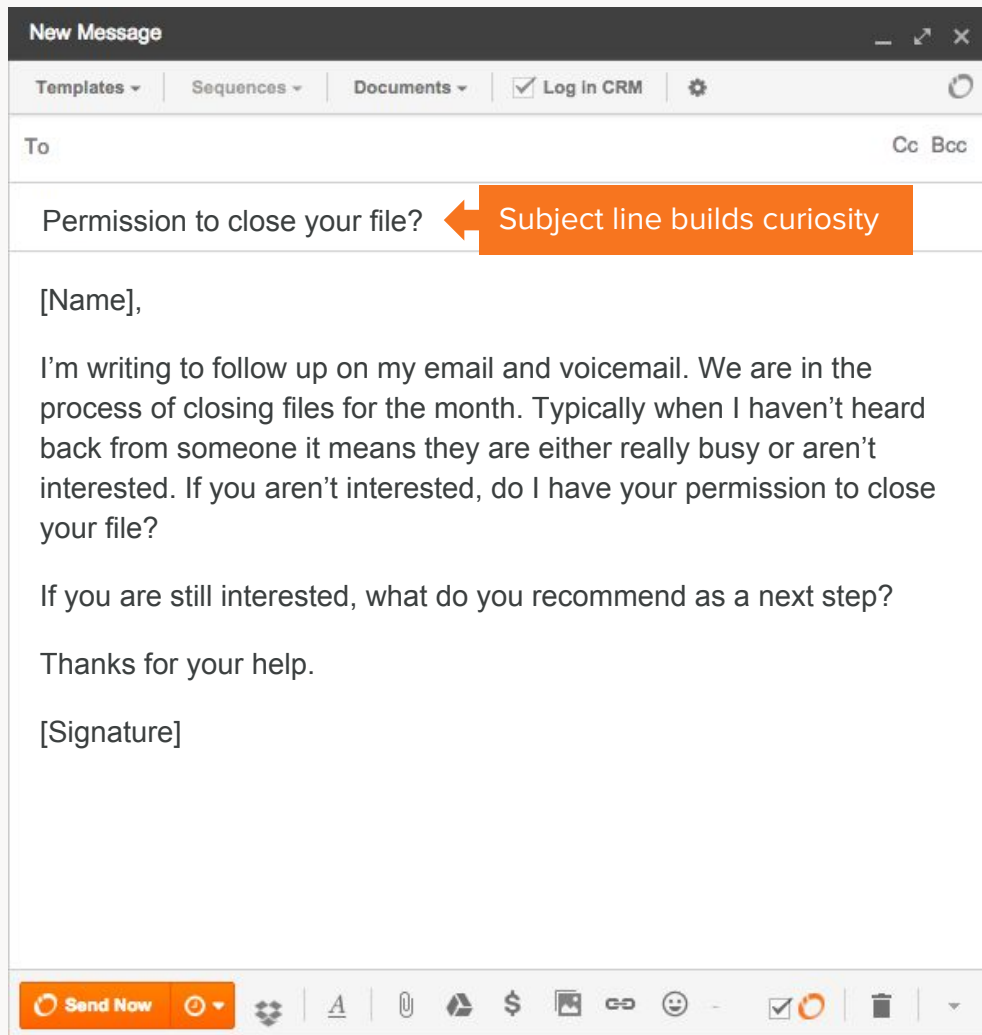
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“Permission to Close Your File” Email That Gets a 76% Response Rate

Gives the prospect the option to end communication



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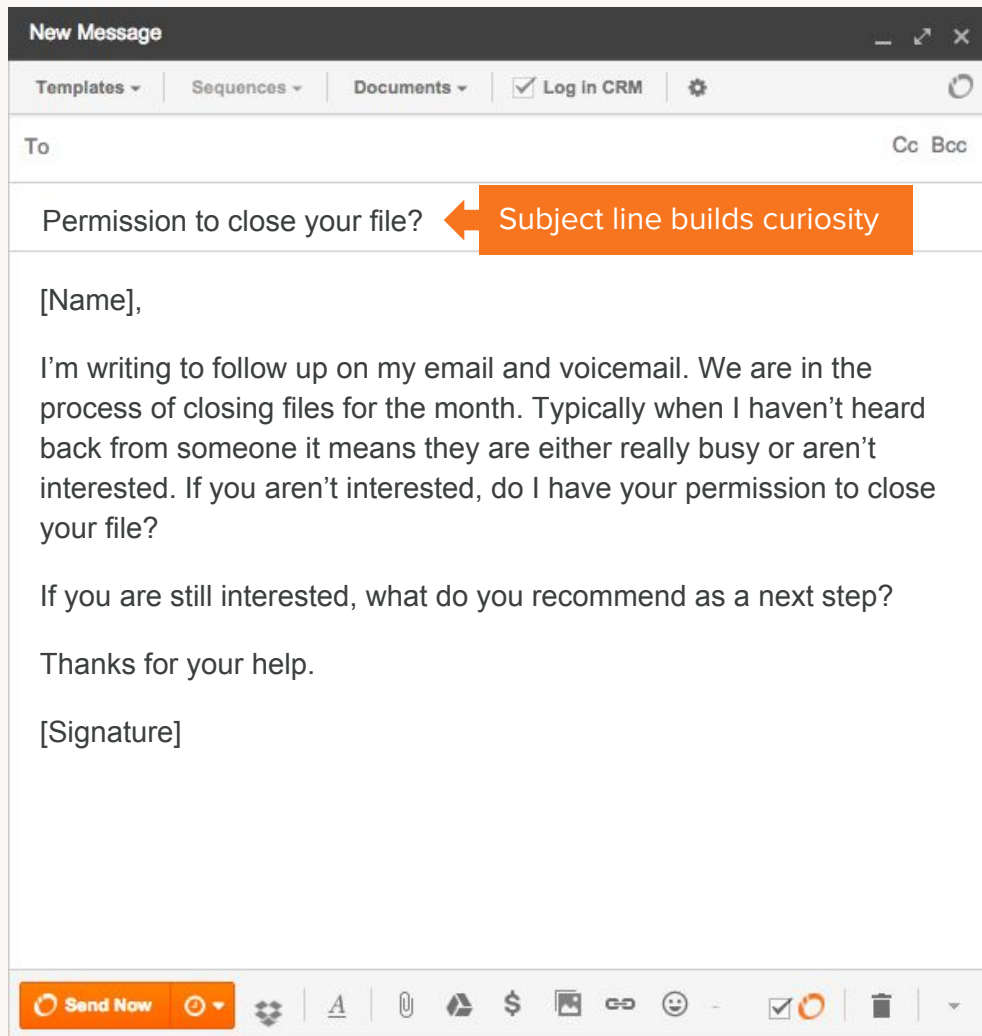
Asks for commitment by having them set next steps



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“Permission to Close Your File” Email That Gets a 76% Response Rate

Gives the prospect the option to end communication

Asks for commitment by having them set next steps



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The screenshot shows an email client interface for a "New Message". The header includes "Templates", "Sequences", "Documents", "Log In CRM", and a settings gear. The "To" field is empty, with "Cc" and "Bcc" options on the right. The subject line is "Permission to close your file?", with an orange callout box pointing to it that says "Subject line builds curiosity". The email body starts with "[Name],", followed by a paragraph: "I'm writing to follow up on my email and voicemail. We are in the process of closing files for the month. Typically when I haven't heard back from someone it means they are either really busy or aren't interested. If you aren't interested, do I have your permission to close your file?". Below this is another paragraph: "If you are still interested, what do you recommend as a next step?". The email ends with "Thanks for your help." and "[Signature]". An orange callout box points to the "Thanks for your help." line, saying "Thanks them no matter the outcome". The bottom of the interface shows a "Send Now" button and various icons for attachments, links, and other functions.

2

The “Curious Why You Didn’t Buy”
Email That Increased
Conversion Rates by 1,100%



Used by: **Amanda Holmes**
CEO, Chet Holmes International

2

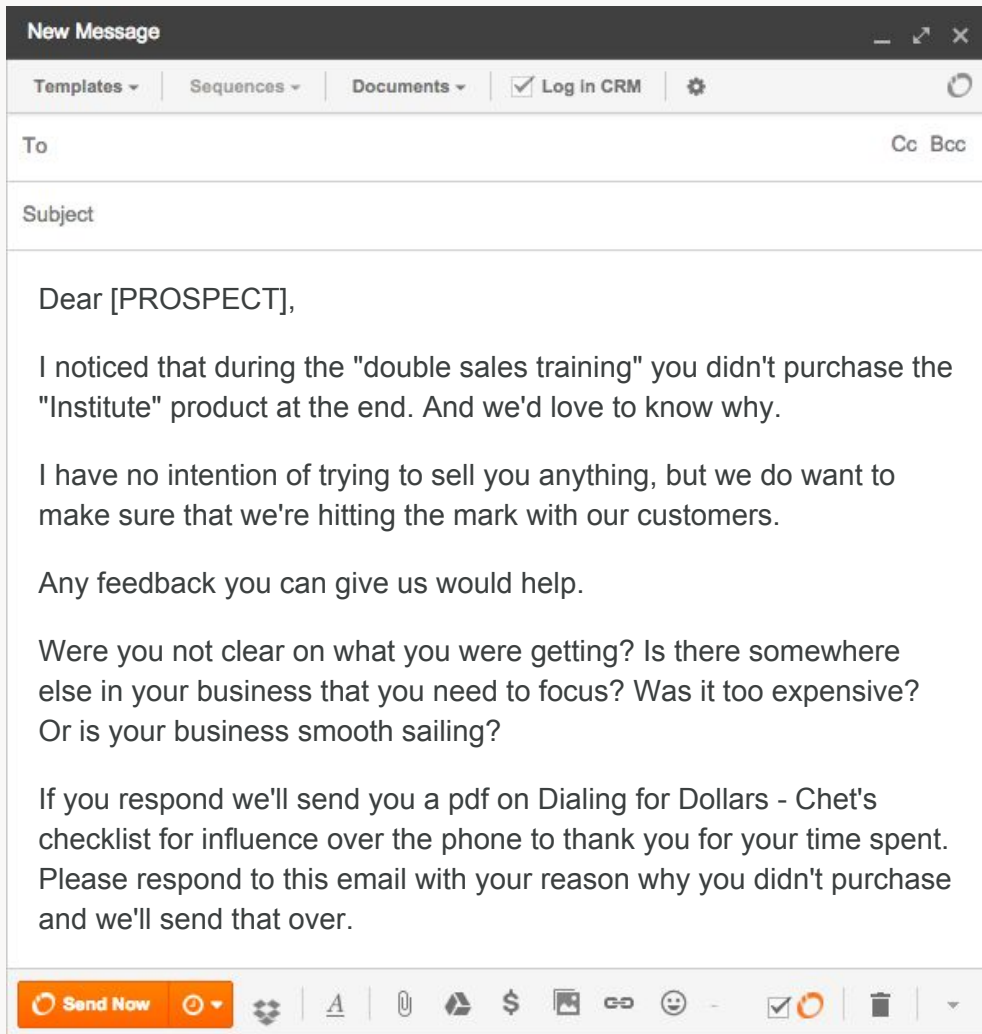
“Curious Why You Didn’t Buy” Email That Increased Conversions 1,100%



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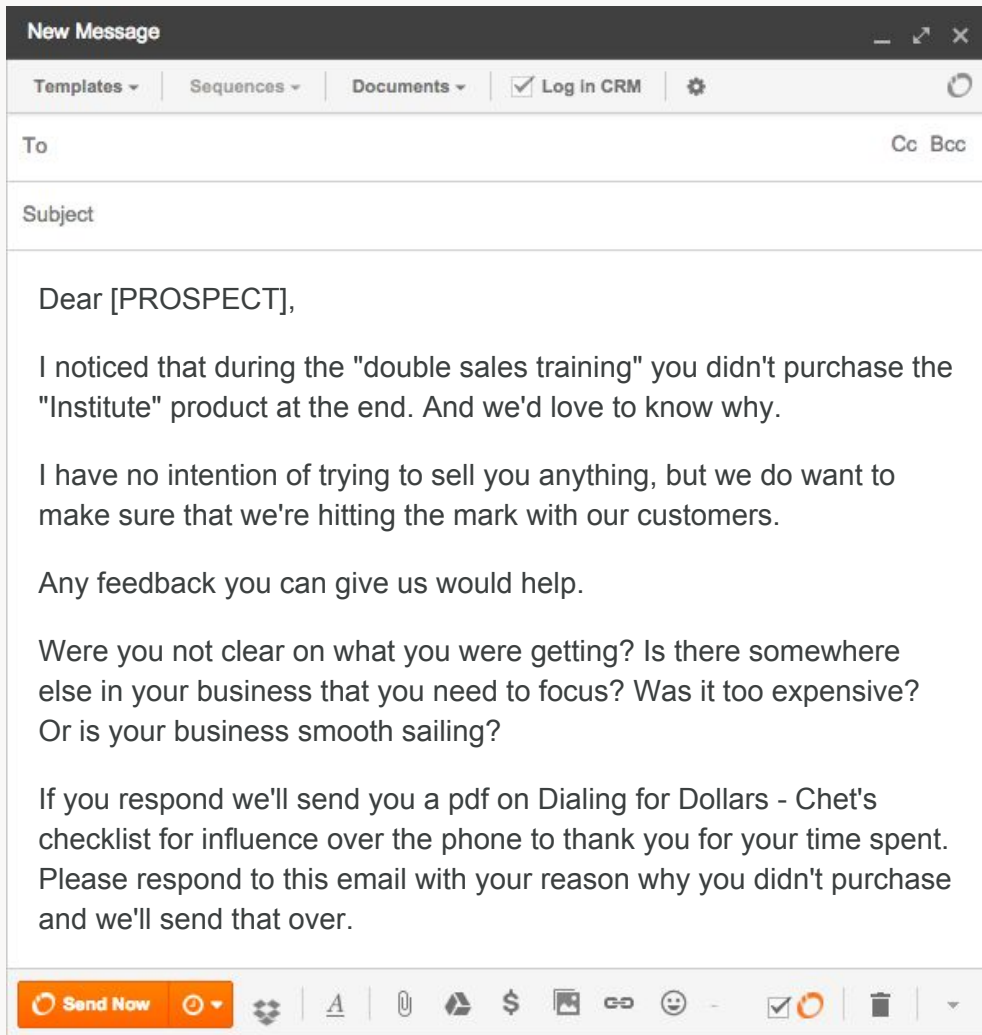
2

“Curious Why You Didn’t Buy” Email That Increased Conversions 1,100%

Explains why they’re getting the email



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CEO, Chet Holmes International



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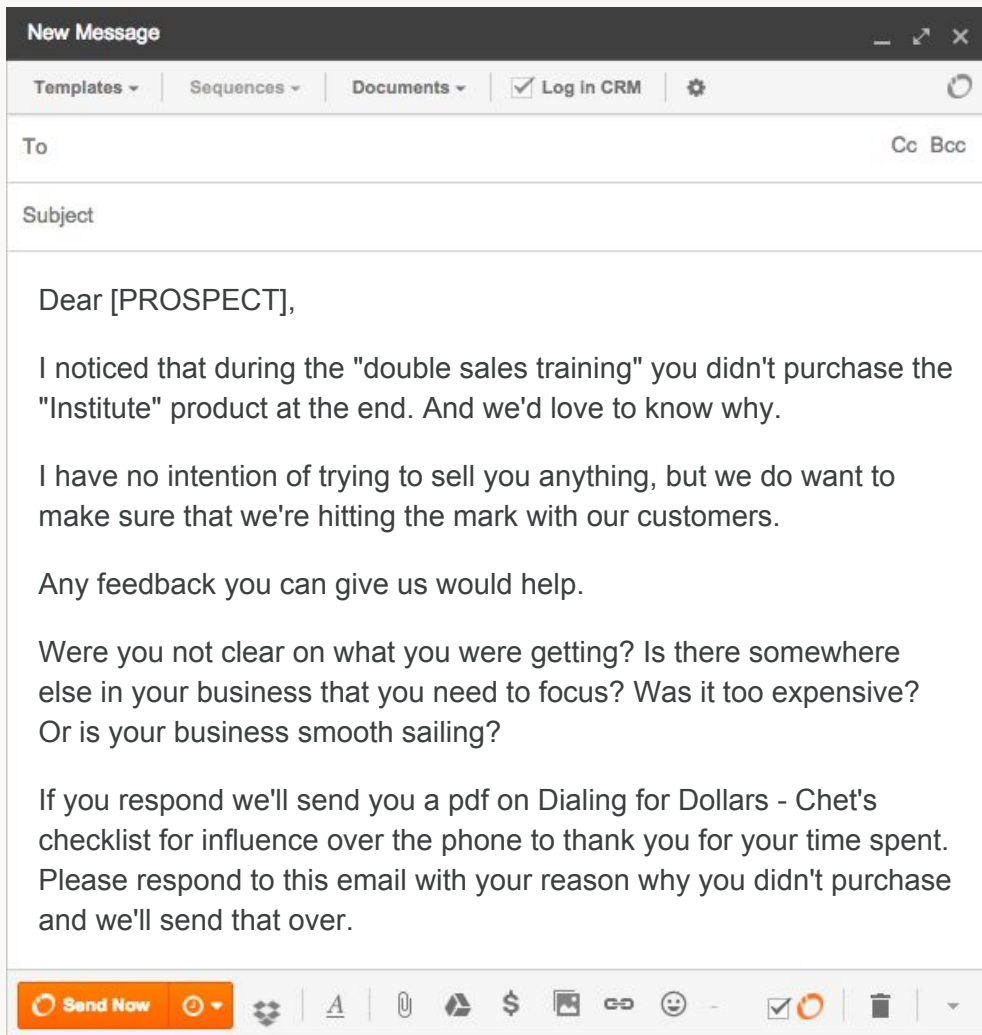
Assures them you have no intention of selling them



Used by:

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Explains why they’re getting the email

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A screenshot of an email composition interface. The window title is "New Message". At the top, there are tabs for "Templates", "Sequences", and "Documents", along with a "Log in CRM" button and a settings gear icon. Below the tabs are fields for "To", "Subject", and "Cc Bcc". The main body of the email contains the following text:

Dear [PROSPECT],

I noticed that during the "double sales training" you didn't purchase the "Institute" product at the end. And we'd love to know why.

I have no intention of trying to sell you anything, but we do want to make sure that we're hitting the mark with our customers.

Any feedback you can give us would help.

Were you not clear on what you were getting? Is there somewhere else in your business that you need to focus? Was it too expensive? Or is your business smooth sailing?

If you respond we'll send you a pdf on Dialing for Dollars - Chet's checklist for influence over the phone to thank you for your time spent. Please respond to this email with your reason why you didn't purchase and we'll send that over.

At the bottom of the window is a toolbar with a "Send Now" button, a dropdown arrow, and various icons for attachments, links, images, and emojis.

Asks for them to share feedback

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Assures them you have no intention of selling them

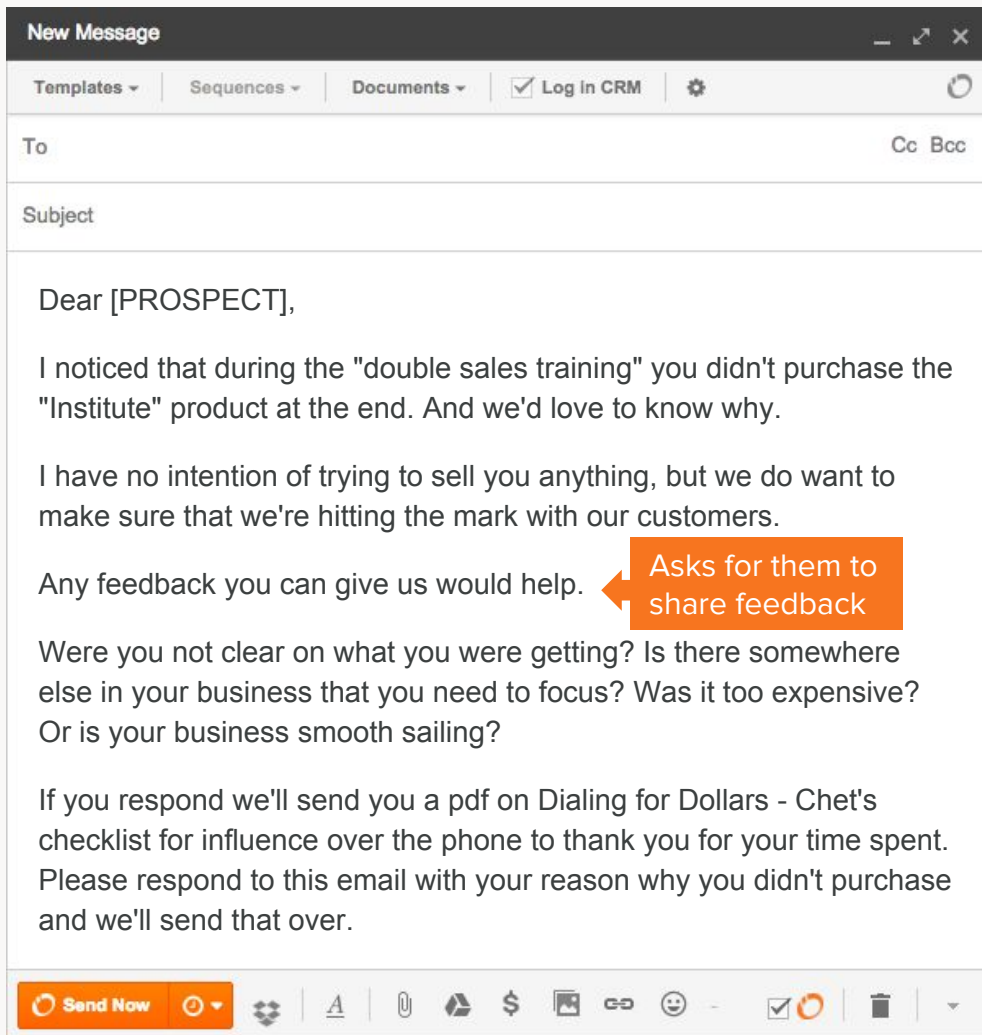
Prompts them with questions



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2

“Curious Why You Didn’t Buy” Email That Increased Conversions 1,100%

Explains why they’re getting the email

Assures them you have no intention of selling them

Prompts them with questions

Gives them something in exchange for their time



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The “Still Interested?” Email
That Closed a \$100,000 Deal
After a Prospect Went Dark



Used by: **Mack McGee**
Executive VP, Groove

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“Still Interested?” Email That Closed a \$100,000 Deal After a Prospect Went Dark



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New Message

Templates ▾ Sequences ▾ Documents ▾ Log in CRM ⚙️

To Cc Bcc

Still interested?

{CONTACT.FIRSTNAME},

Hope all is well. I had 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 to engage with you and help with your [DEPARTMENT (eCommerce, marketing, etc.)] strategy. Let me know if you have some time 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.

{CONTACT.OWNER_NAME}

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“Still Interested?” Email That Closed a \$100,000 Deal After a Prospect Went Dark

References a campaign initiative they shared before



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Executive VP, Groove

New Message

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Send Now

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“Still Interested?” Email That Closed a \$100,000 Deal After a Prospect Went Dark

References a campaign initiative they shared before

Reminds them of a previous discussion



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Look forward to hearing from you.

{CONTACT.OWNER_NAME}

Send Now

Focuses on finding a way to help them

Want more email templates
like these?



Get all **21** proven sales email
templates and **start growing**
your revenue today.

GET YOUR 21 EMAIL TEMPLATES
NOW

USE THESE TEMPLATES EFFECTIVELY

HubSpot Sales lets you easily create and customize email templates so you spend less time writing email and **more time selling.**

GET HUBSPOT SALES FREE

