

12 CRM-READY SALES EMAIL TEMPLATES TO SEND TODAY

Evolution of Email:

From Spamming to Deleting

The world has evolved around us. Gone are the days of sighing “spam, spam, spam” as we sift through our daily mail ... **and arrived are the days where we hit “delete, delete, delete” as we rummage through our inboxes.**

But in sales, the *last* thing we want a prospect to do is hit “delete” on our emails. That’s why Jill Konrath, HubSpot, Reppify, and Breakthrough Email are sharing their best email practices in the following customizable templates.

While any of the 12 email templates below can be copy-pasted into your email provider of choice.

Now, let's dive into the templates. Feel free to jump to a particular set of emails, or simply scroll through the page for them all.

Email Template Legend

<< Angle brackets represent pieces to customize >>

{ Curly brackets represent a CRM ID }



For Salesforce: Directly copy-and-paste the curly bracket tags as is.



For HubSpot CRM: Simply add an additional bracket to both ends - ie. {{

Cold Prospecting Email Templates

by Jill Konrath

Our prospects are stretched thin for time. When emailing prospects, we should keep our messages short and sweet. And in these first, cold, introductions, focus on value over product.

Data from [Impact Communication](#) shows that **70% of people make purchasing decisions to solve problems**. And as [Jill Konrath](#) has said herself ...

Your products, services, or solution are secondary to your knowledge, expertise and the difference you make for your customers.

JILL KONRATH

The following three prospecting email templates Jill contributed should help accomplish what she recommends.

Template 1: Business Value

{CONTACT.FIRSTNAME}

In working with other << INSERT INDUSTRY OR POSITION >>, one of the key issues they're struggling with is << INSERT KEY ISSUE >>.

This past year we helped numerous companies to << INSERT BUSINESS DRIVER >>, resulting << MONEY SAVED, REVENUE ADDED, PRODUCTIVITY INCREASES >>.

If this is something you're challenged with too, let's set up a quick call. I have some ideas that might help.

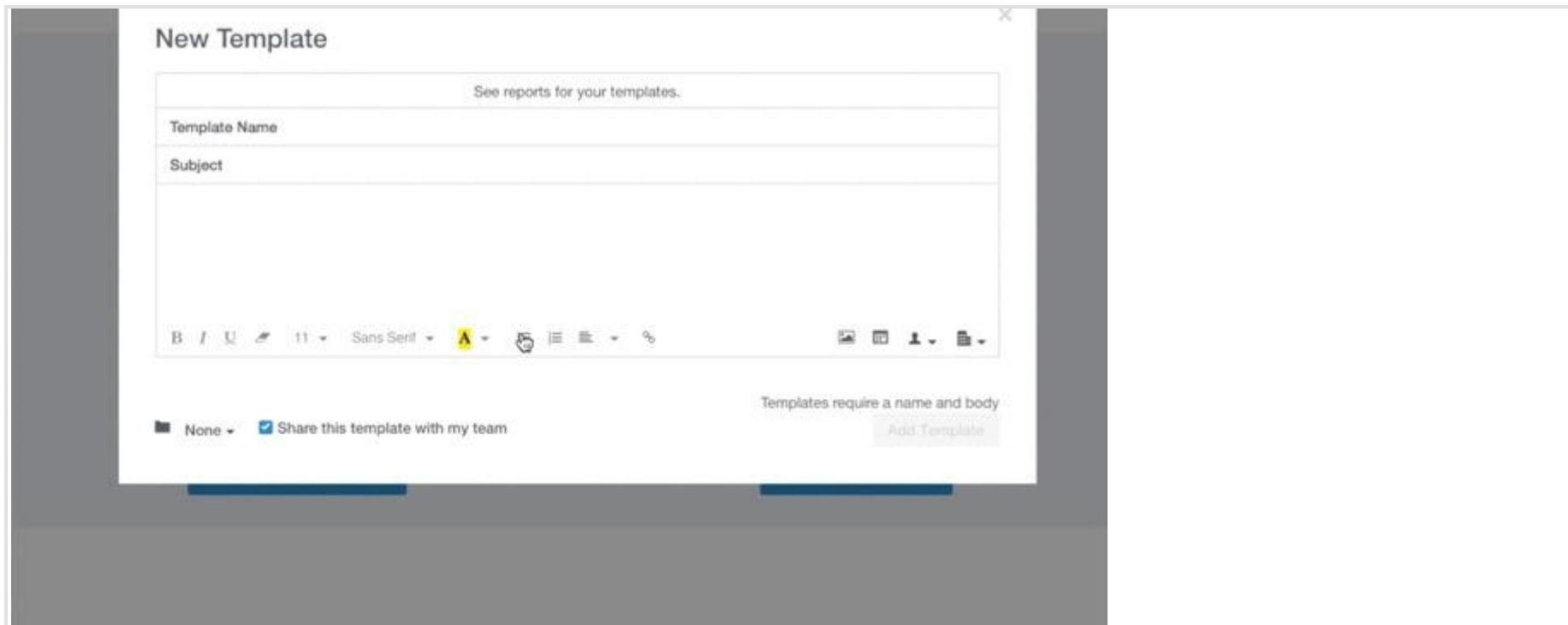
All the best,

{CONTACT.OWNER_NAME}

□

• □

Save This Template For Later



Template 2: Company Announcement

{CONTACT.FIRSTNAME}

Because I work so much with << YOUR TARGETED INDUSTRY >>, I constantly follow industry news. Recently I noticed that you've << INSERT COMPANY ACTION >>

Usually when that happens, << INSERT BUSINESS ISSUE >> becomes a priority. That's why I thought you might be interested in finding out how we helped << SIMILAR FIRM >> get going quickly in their new direction – without any of the typical glitches.

If you'd like to learn more, let's set up a quick call. How does << SPECIFIC DAY AND TIME >> look on your calendar?

Regards,

{CONTACT.OWNER_NAME}

P.S. If you're not the right person to speak with, who do you recommend I talk to?



Template 3: Share Helpful Resource

{CONTACT.FIRSTNAME},

Your latest announcement this week about << INSERT NEWS >> got me thinking.

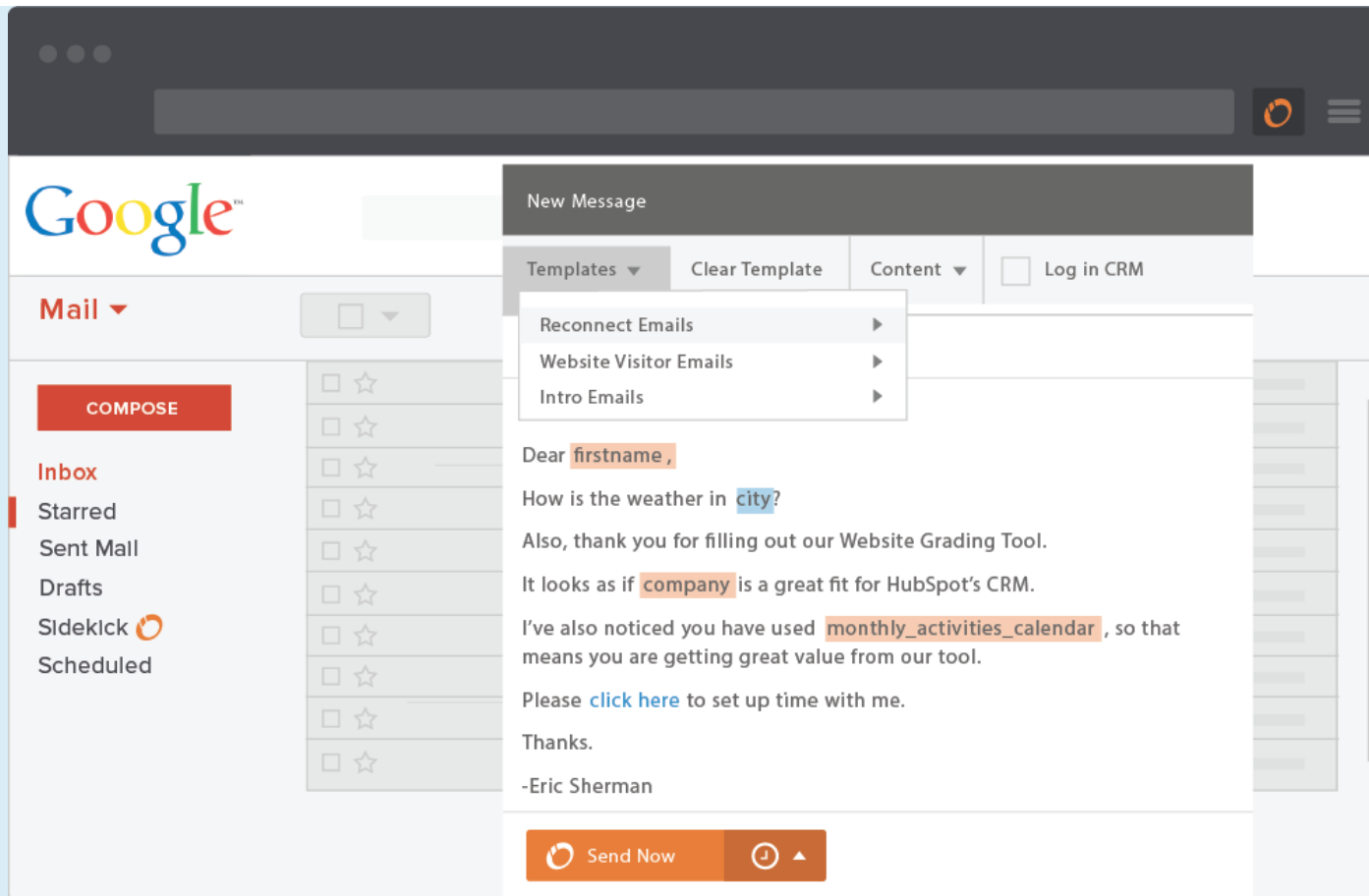
I found this article on << INSERT ARTICLE TITLE >> that may be beneficial as you folks progress.

Here's the link to read it. << INSERT ARTICLE LINK >>

Hope you find it helpful,

{CONTACT.OWNER_NAME}





GET EMAIL TEMPLATES TOOL

Email to Inbound Leads Templates

by HubSpot

As many of us know, an inbound lead is a person who has indicated interest in our company's product or service through an action on our website - such as downloading an ebook, registering for a webinar, signing up for a coupon, requesting a demo, etc.

Studies from Inside Sales show that if **you follow up with this web lead within five minutes you're nine times more likely to convert them**. So when a new inbound lead comes through your site be prepared to send them a first email introduction with one of these proofed templates.

Template 4: Inbound Lead from Content

Hi {CONTACT.FIRSTNAME},

You recently visited our website and downloaded << INSERT CONTENT PIECE >>. Did you download the piece just to learn more about << TOPIC OF CONTENT PIECE >>? Or, are you looking for a cost-effective solution to << TOPIC OF CONTENT PIECE >>?

I actually did some research on {!Lead.Company} and have the following tips:

- << INSERT TIP >>

- << INSERT TIP >>

Have you thought of doing this?

Best,

{CONTACT.OWNER_NAME}

Try not to sell your tips too - the idea here is to build rapport, not necessarily to sell something immediately.

Template 5: Repeat Website Visits from Company

Hi {CONTACT.FIRSTNAME},

You and a number of your colleagues at {!Lead.Company} have visited our website and << INSERT ACTION ON SITE >>.

I was wondering whether they were trying to figure out how you might << YOUR BUSINESS SOLUTION HERE >>? So, I did some research and found some areas of opportunity for you.

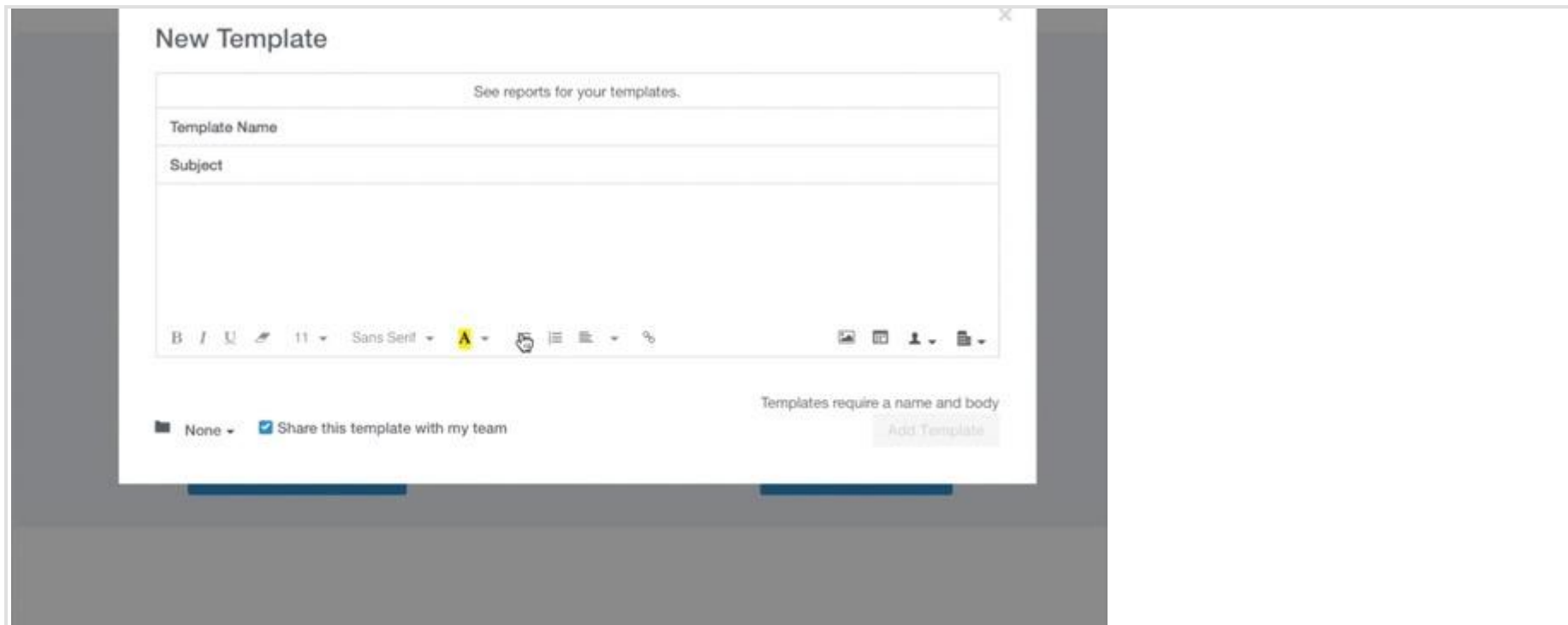
One idea I have is to << INSERT SUGGESTION FROM RESEARCH >>.

With the number of people researching our company, would it make sense to talk for 10 minutes?

Hope to hear from you,
{CONTACT.OWNER_NAME}



Save This Template For Later



Template 6: Quick Lead Introduction

Hi {CONTACT.FIRSTNAME},

You recently visited our << INSERT WEB PAGE OR BLOG POST >>. I thought I'd quickly check-in and ask if you found what you were looking for? I also have additional resources for you:

- << LINK TO HELPFUL RESOURCE >>

- << LINK TO HELPFUL RESOURCE >>

I've actually looked at your company and am happy to share how you compare to the industry benchmarks we've seen out there. Do you want to talk tomorrow at << INSERT 2 TIMES YOU'RE AVAILABLE >>?

Best regards,
{CONTACT.OWNER_NAME}

Referral Introduction Email Templates

by Reppify

Whether a prospect is testing to see how committed you are, missed the email, or just haven't had time to respond yet, the right follow up can make the difference between closing a sale and losing them as a customer.

The team at [Breakthrough Email](#) have studied following up extensively, and **these contributed templates can help get our response rates up 80% or higher**. They're quite the balance of aggressive and concise.

Template 7: Referral Through External Connection

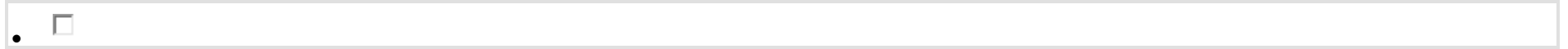
Hi {CONTACT.FIRSTNAME},

How have things been with you? Hope all has been well on your end.

A friend of mine, {!Contact.Name}, is working with a company right now that, given your role, I thought you'd want to be aware of. Their {!Product2.Name} handles X, Y and Z and we've been extremely impressed by what they do. I thought it may be something you'd want to look into, so I'm introducing the two of you here. So, {!Receiving_User.FirstName}, {!Contact.Name}; {!Contact.Name}, {!Receiving_User.FirstName}.

Please let me know if I can help either of you further. Otherwise, I'll let you guys handle it from here. Hope all is well,
{!Receiving_User.FirstName}.

Regards,
{CONTACT.OWNER_NAME}



Save This Template For Later

New Template ✕

See reports for your templates.

Template Name

Subject

B / *I* / U / / 11 / Sans Serif / / / / / / / / /

None / Share this template with my team

Templates require a name and body

Add Template

Template 8: Referral Through Internal Connection

Hi {CONTACT.FIRSTNAME},

How have things been with you? Hope all has been well on your end.

I'm working for a company called {!User.CompanyName} that does X, Y and Z. In thinking about your role at {!Receiving_User.CompanyName}, I thought there might be a real application for your group and wanted to introduce you to a colleague of mine, {!Contact.Name}, who is our {!Contact.Title}. Our {!Product2.Name} has been extremely well-received in the marketplace and I think it's something that you might have great interest in.

So, {!Receiving_User.FirstName}, meet {!Contact.Name}; {!Contact.FirstName}, meet {!Receiving_User.Name}. I'll let you guys handle it from here. Please let me know if I can be of further assistance.

Hope all is well, {!Receiving_User.FirstName}.

Regards,

{CONTACT.OWNER_NAME}

When asking a colleague to introduce you to a prospect, we recommend pre-writing this email for them. That way, all your mutual connection has to do is click send.

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Template 9: Outreach Through Mutual Connection

Hi {CONTACT.FIRSTNAME},

<> recommended we get in touch. I work with him for a company called {!User.CompanyName} that does X, Y, and Z. In thinking about your role at {!Receiving_User.CompanyName}, I thought there might be a real fit for your group.

Our {!Product2.Name} has been been extremely well-received in the marketplace and I think it's something that you might have great interest in!

Do you have time to chat next week?

Regards,
{CONTACT.OWNER_NAME}

□

Follow Up Email Templates

by Breakthrough Email

Whether a prospect is testing to see how committed you are, missed the email, or just haven't had time to respond yet, the right follow up can make the difference between closing a sale and losing them as a customer.

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Template 10: Quick Follow Up

{CONTACT.FIRSTNAME},

I'm writing to follow-up on my email. I didn't hear back from anyone on the team. If it makes sense to talk, let me know how your calendar looks.

If not, who is the appropriate person for me to talk to?

Thanks for your help,

{CONTACT.OWNER_NAME}

Even if we're in touch with a specific contact, that contact may not be the right decision maker or the person with the bandwidth to speak with you. Provide the opportunity to be passed on to someone who can get this relationship moving.

□

Template 11: Close Your File

{CONTACT.FIRSTNAME},

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?

If you are still interested, what do you recommend as a next step?

Thanks for your help.

{CONTACT.OWNER_NAME}

□

Save This Template For Later

See reports for your templates.

Template Name

Subject

B / I / U / A 11 Sans Serif A [background color] [bulleted list] [numbered list] [link]

None Share this template with my team

Templates require a name and body

Add Template

Template 12: Follow Up Update

{CONTACT.FIRSTNAME},

I'm writing to follow up on our last conversation. My boss asked me for an update on your account. I told him I didn't have one. I'm not sure if it makes sense to continue the conversation.

What makes sense as a next step, if any?

Thanks,

{CONTACT.OWNER_NAME}



Save Your Email Time

- **Stop manually logging emails in your CRM.** Work straight from your inbox which automatically logs your emails and calls.
- **Stop spending hours searching for prospects.** Find prospects and gain insights on them with our database of over 19M companies.
- **Stop copying and pasting your emails.** Store the above templates right in your CRM.

CRM - Contacts Companies Deals Tasks Settings

All contacts
• Default View

Search contacts...

Add Contact Columns

	First Name	Last Name	Company	Email	Last Contacted	Phone
<input type="checkbox"/>	Jose	Carroll	Vmbo	j.carroll@vmbo.com	07/25/2014	(246) 3...
<input type="checkbox"/>	Dorothy	Collins	Wkivv	d.collins@wkivv.com	07/25/2014	(801) 8...
<input type="checkbox"/>	Harold	Powell	SkyNoodle	h.powell@skynoodle.com		
<input type="checkbox"/>	Jonathan	Hamilton	Zoonder	j.hamilton@zoonder.com		
<input type="checkbox"/>	Nicole	McDonald	Diva Noodle	n.mcdonald@divanoodle.com		
<input type="checkbox"/>	Michael	Clark	Trudeo HR	m.clark@trudeo.com		
			Roombo	raymond@roombo.com		
			Skipstorm	jweiche@skipstorm.com		

Filter contacts by...
Search properties

CONTACT INFORMATION

- First Name
- Last Name
- Email
- Job Title

New note | Email | Call | Log activity | Create task

Add a subject...

Start typing to send an email...

QuantifyJy
quantifyjy

ABOUT

Name: **QuantifyJy**

Company Domain: **quantifyjy**

Annual Revenue: **10000000**

Number of Employ...: **200**

