



36 SALES EMAIL TEMPLATES

for prospecting, scheduling meetings, following up,
networking, and asking for referrals.

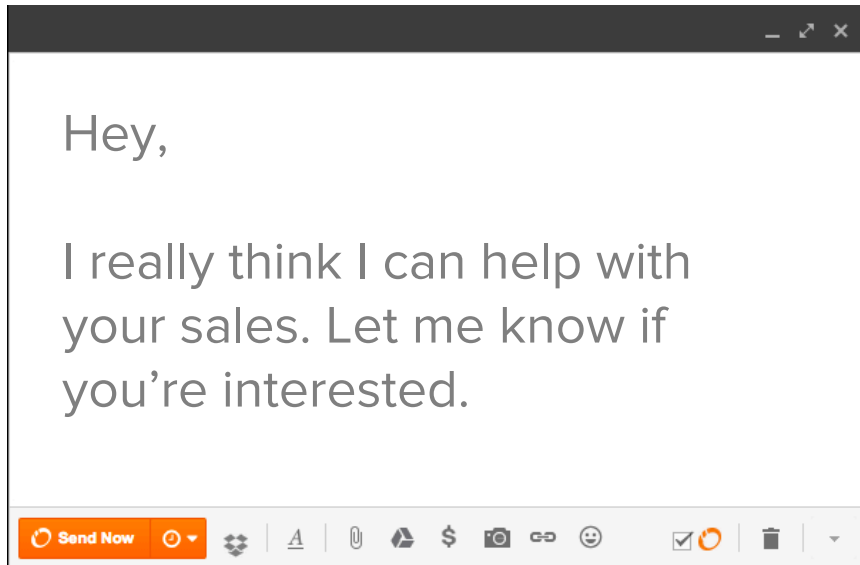
INTRODUCTION:

A LOST OPPORTUNITY

Here was the scenario: We make a valuable connection at a networking event. We could totally help pick up her business and get the money rolling in.

We even get her business card so we do what we think is we should: Shoot over an email as soon as we get home that night ...

A LOST OPPORTUNITY



But there were a few issues with this:

- ✗ We didn't remind them who we are.
- ✗ We didn't do further research into their company.
- ✗ We weren't specific about what we could help with.
- ✗ We didn't include any obvious value.

A LOST OPPORTUNITY

Luckily, we don't have to make these mistakes.

In fact, we spoke with dozens of **entrepreneurs, sales reps, and email hustlers** and collected **36 email templates** that have helped CEOs and sales reps alike book meetings with decision makers and close \$100,000 deals.

These templates cover six key areas ...

1. PROSPECTING EMAIL TEMPLATES

2. SCHEDULING MEETING TEMPLATES

3. INBOUND LEAD EMAIL TEMPLATES

4. NETWORKING EMAIL TEMPLATES

5. FOLLOW UP EMAIL TEMPLATES

6. REFERRAL EMAIL TEMPLATES

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PROSPECTING EMAIL TEMPLATES

Prospecting emails should hit on three key areas:

- 1 A reason for contacting; focus on them and use a trigger event as a reason to reach out to this person.
- 2 A reason for why we're contacting the prospect now.
- 3 A call-to-action. What do we want them to do? Make sure it's quick and easy.

Here are **five prospecting email templates** that accomplish all three of those things.

REFERENCING A COMPANY ACCOUNCEMENT

congrats! have you thought of [business value]? – ↗ ✕

Hey [first name],

Because I work so much with [your targeted industry], I constantly follow industry news. I've noticed that you recently [company action]. Congrats!

Usually when that happens, [business value] becomes a priority. That's why I thought you might be interested in finding out how we helped [similar company] 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,

 Send Now



OUTREACH THROUGH A MUTUAL CONNECTION

[mutual connection] recommended we get in touch. 

Hi [first name],

[Mutual connection] recommended we get in touch. I work with [him/her] for a company called [company name] that does [X, Y, and Z].

In thinking about your role at [company}, I thought there might be a great fit for your group.

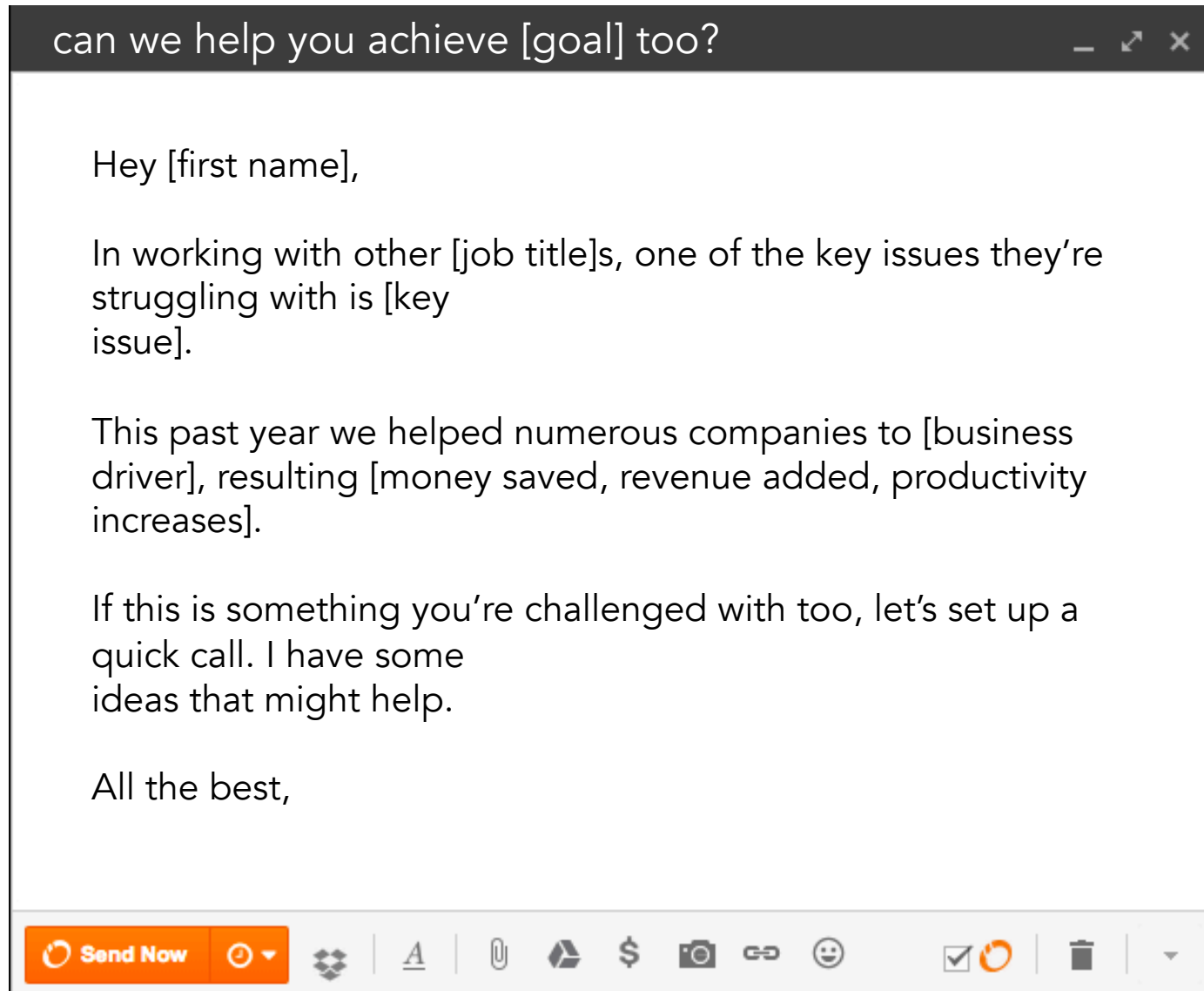
Our [product name] has been extremely well-received in the marketplace and I think it's something that might be helpful for you!

Do you have time to chat next week?

Best



PROVIDING USEFUL IDEAS (A)




PROVIDING USEFUL IDEAS (B)

Hey [first name],

I saw that you recently posted a question on LinkedIn about how to generate new leads for your company.

How, if at all, would you like to improve your strategy? I've found that [solution] has been successful for others. I would love to set up some time to chat about this solution if it strikes your interest.

Best,

The toolbar contains several icons: a red 'Send Now' button, a dropdown arrow, a folder icon, a text color icon, a link icon, a camera icon, a currency symbol, a link icon, a smiley face icon, a checkmark icon, a refresh icon, a trash icon, and a dropdown arrow.

COMPANY ANNOUNCEMENT

your announcement this week

[First name],

Your latest announcement this week about [news] got me thinking.

I found an article on [article topic] that may be beneficial as you folks progress.

Here's the link to read it: [article link]

Are you the right person to schedule 15 minutes to discuss how to improve [business value]?

Hope you find this article helpful.

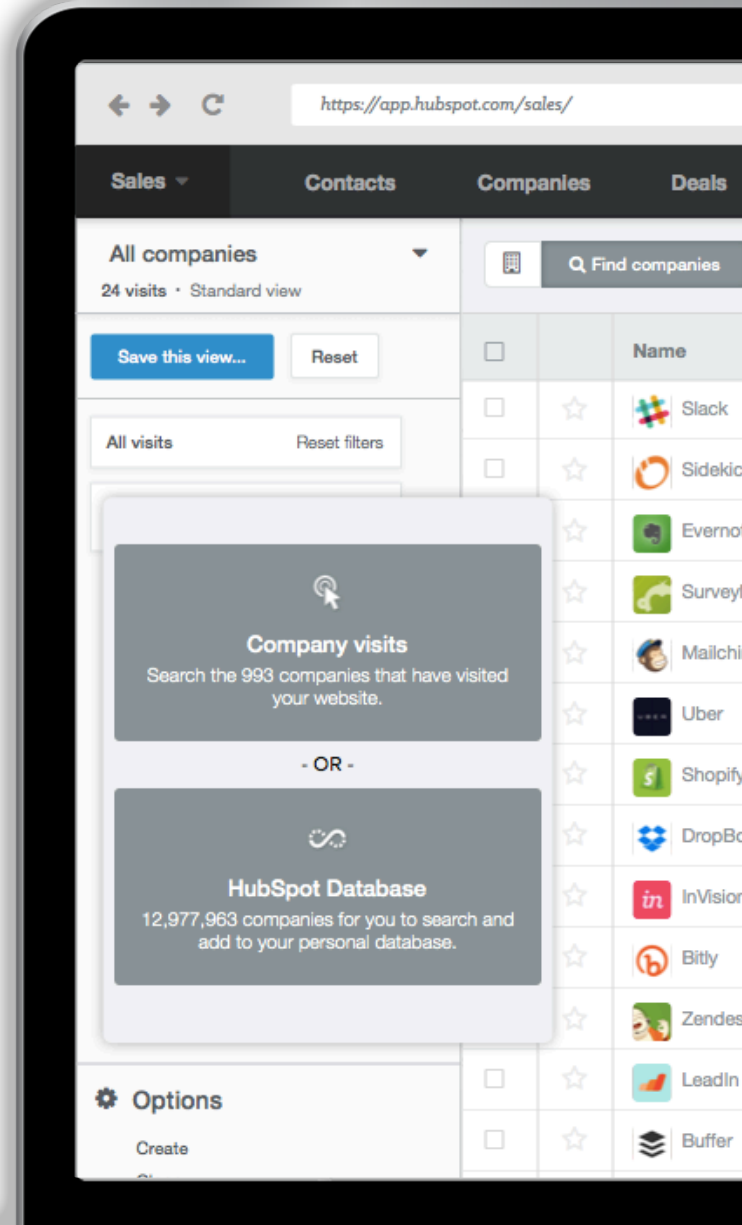
 Send Now



Tired of manually searching for information about prospects?

HubSpot's Prospecting feature crawls the internet for you. The HubSpot Prospecting tool contains information on over 20 million companies.

CLICK TO ACCESS 20M
COMPANIES >>



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SCHEDULING MEETING TEMPLATES

Now its time to schedule a meeting. Keep these three things in mind when doing so.

- 1 A reason for why we're scheduling a meeting.
- 2 Two flexible days and times that work for you.
- 3 What we hope to accomplish in the meeting.

If you're ready to move a relationship to the point of **actually meeting your prospect**, these two templates will help.

TO SCHEDULE A NEW MEETING (A)















free for coffee? On me!

Hey [First Name],

I'm going to be embarrassingly honest: I've really enjoyed learning more about what you do and would love the the opportunity to connect over coffee to learn more about your experience with [industry or specialty]. I'm currently doing [role or project] at [company name], and am very interested in learning more about how you use [method] to enhance [detail mentioned in last conversation].

I know you must be very busy, but I thought I'd try my luck. Would you be able to grab a coffee for 20 minutes this [day] or [another day] at [time]? Just let me know!

Thanks,

   |  |         |  | 

TO SCHEDULE A NEW MEETING (B)

free for coffee? On me!

Hi [first name],

My name is [your name], we spoke briefly [when you spoke]. You seem like you'd be a perfect match for [your offer/ company name], so I had to get in touch.

I also went through [piece of their company's content], it was great. I believe our strategy aligns with your goals for the following reasons:

1. We focus on [your unique value]
2. We help with [something they are trying to accomplish]

I would love to chat more about this. Can you do [two days that work for you] at [one time that works for you].

Best,

 Send Now



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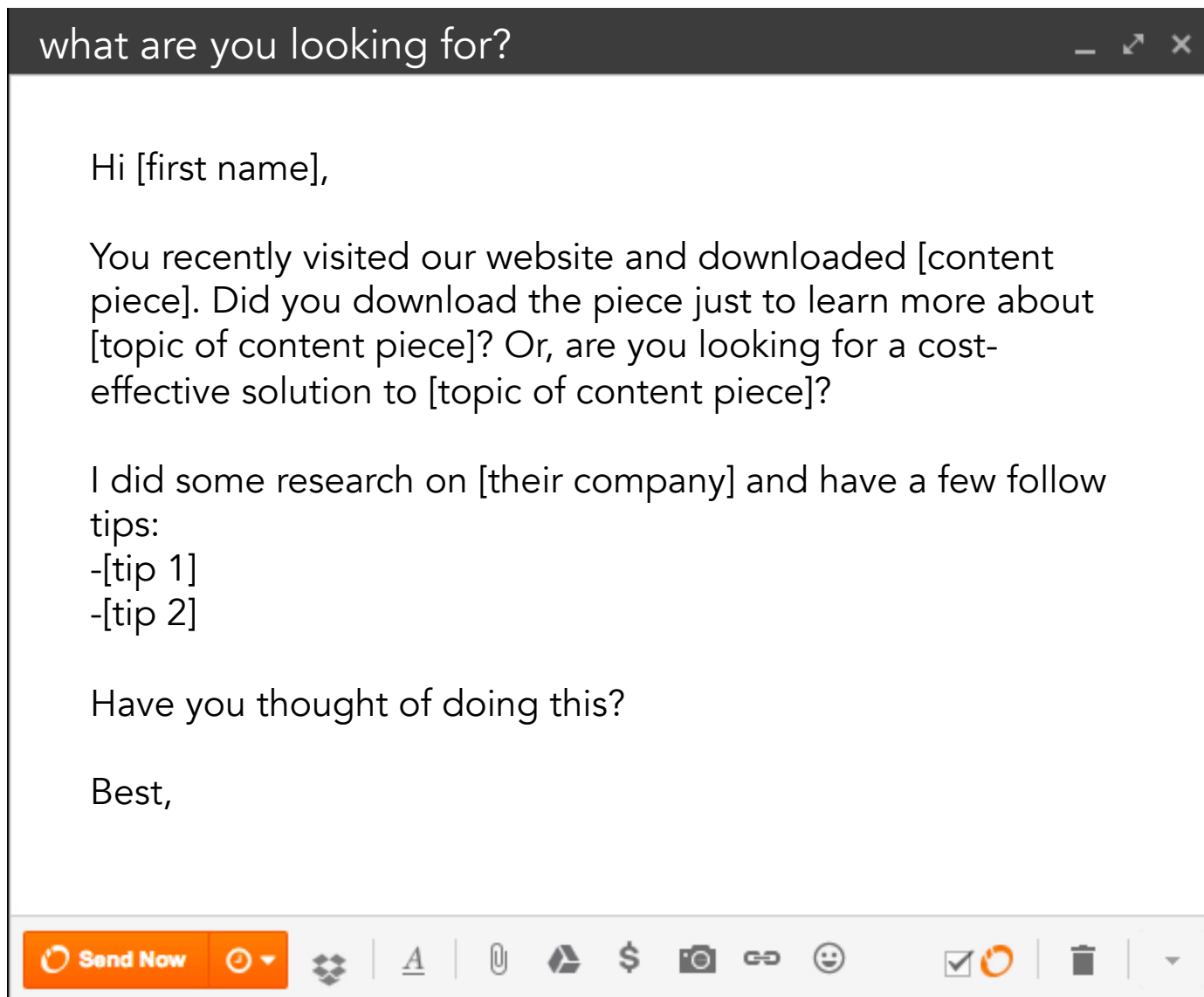
INBOUND LEAD TEMPLATES

Inbound leads are often sourced from marketing content, which naturally pulls interested and qualified prospects toward your company. For these we should ...

- 1 Catch these leads while they're warm.
- 2 Take a consultative approach.
- 3 Focus on helping them rather than selling them immediately.

For an inbound lead consider using the following four templates.

FOR AN INBOUND LEAD SOURCED FROM CONTENT



QUICK INTRO WITH RESOURCES

here are some resources for [topic]

Hi [first name],

You recently visited our [webpage or blog post] so 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 resource 1]

-[link to resource 2]

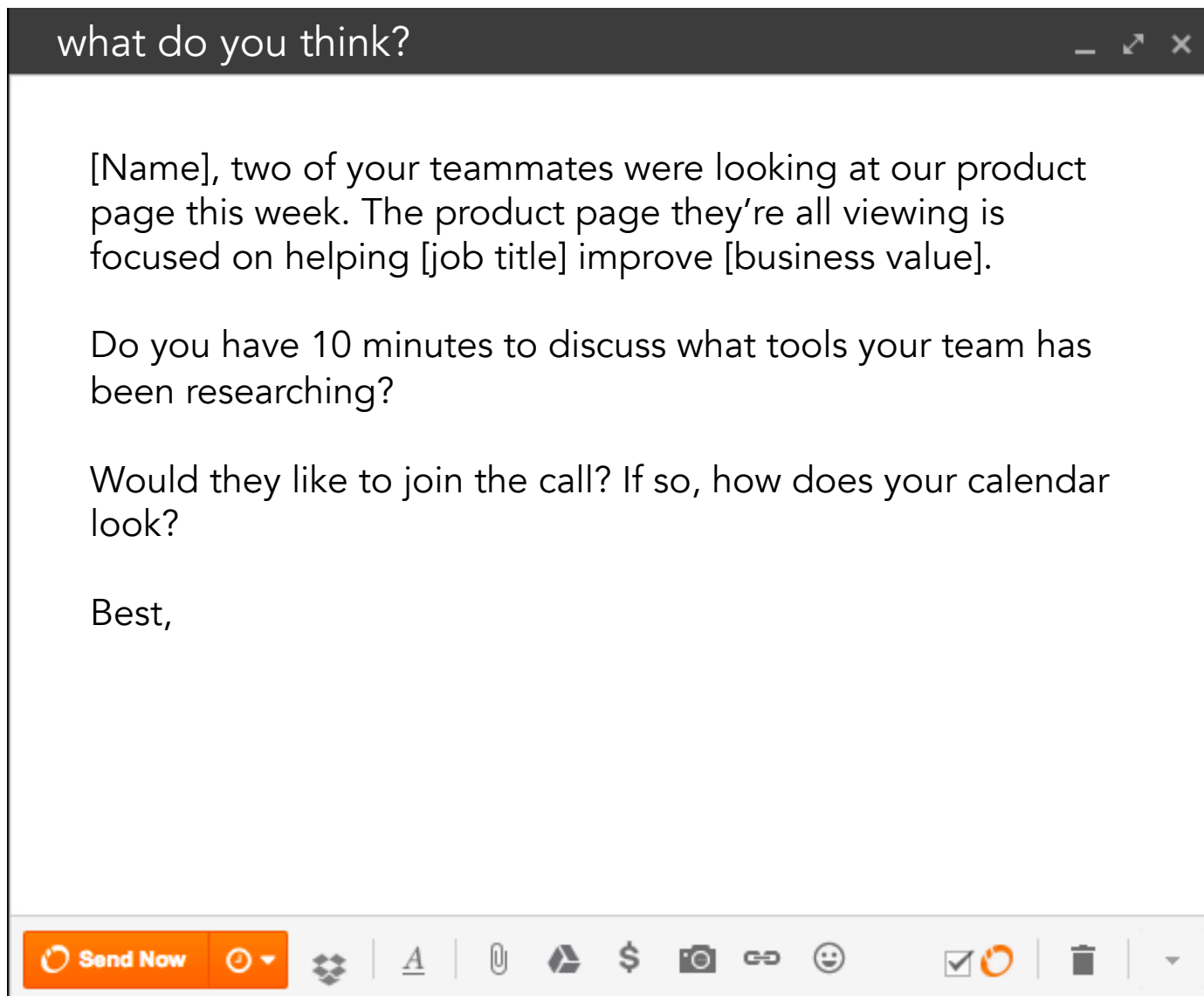
I've looked at your company and would be happy to share how you compare to the industry benchmarks we've seen out there. Would you like to talk tomorrow at [two times you're available]?

Best regards,

 Send Now



PROSPECT WAS NAVIGATING YOUR WEBSITE



REPEAT WEBSITE VISITS FROM COMPANY

ready to talk? — ↗ ✕

Hi [first name],















You and a number of your colleagues at [their company] have visited our website and [action on site].

I was wondering whether they were trying to figure out how you might improve [business solution]. So, I did some research and found some areas of opportunity for you.

One idea I have is to [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,

   |  |         |  | 

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NETWORKING TEMPLATES

Networking comes in the form of in-person and online contact. We can try these reference points in our email to develop rapport.

- 1 Research the contact's blog or website.
- 2 Connect them with someone whose services could be relevant.
- 3 Reference our own knowledge around their interest.

Remember: A networking email doesn't have to be completely cold. Try these four templates.

USING BLOG AS A REFERENCE POINT

love these — ↗ ✕

Hey [first name],















I loved your post on [article title, hyperlinked]. I shared it with 3 other friends that I know are facing similar challenges and they all said they immediately subscribed to your blog.

Your and [related influencer]'s writing have been very influential on my own work.

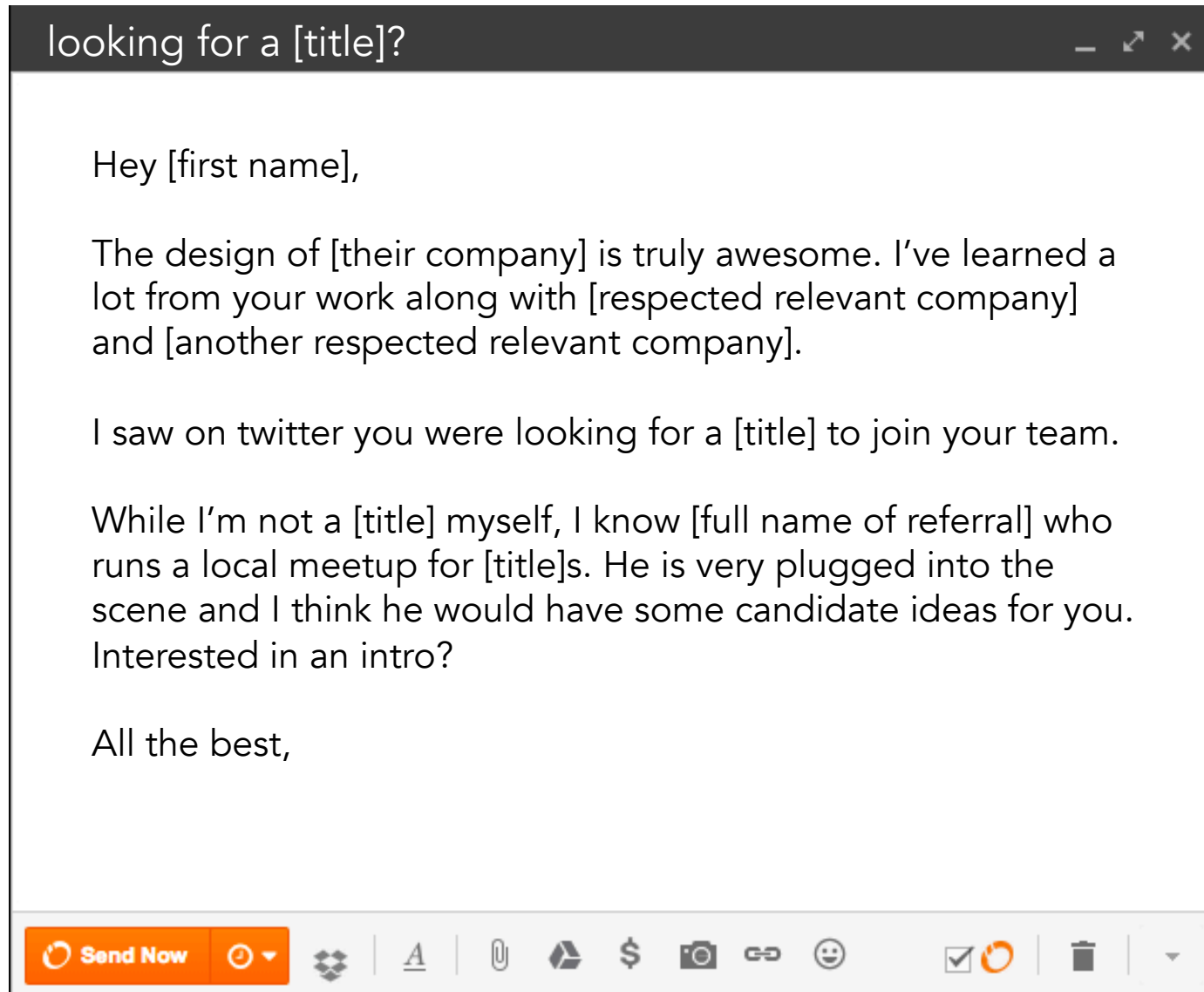
There are two other incredible posts on [topic] I read recently that you might be interested in.

- [article title, hyperlinked]
- [article title, hyperlinked]

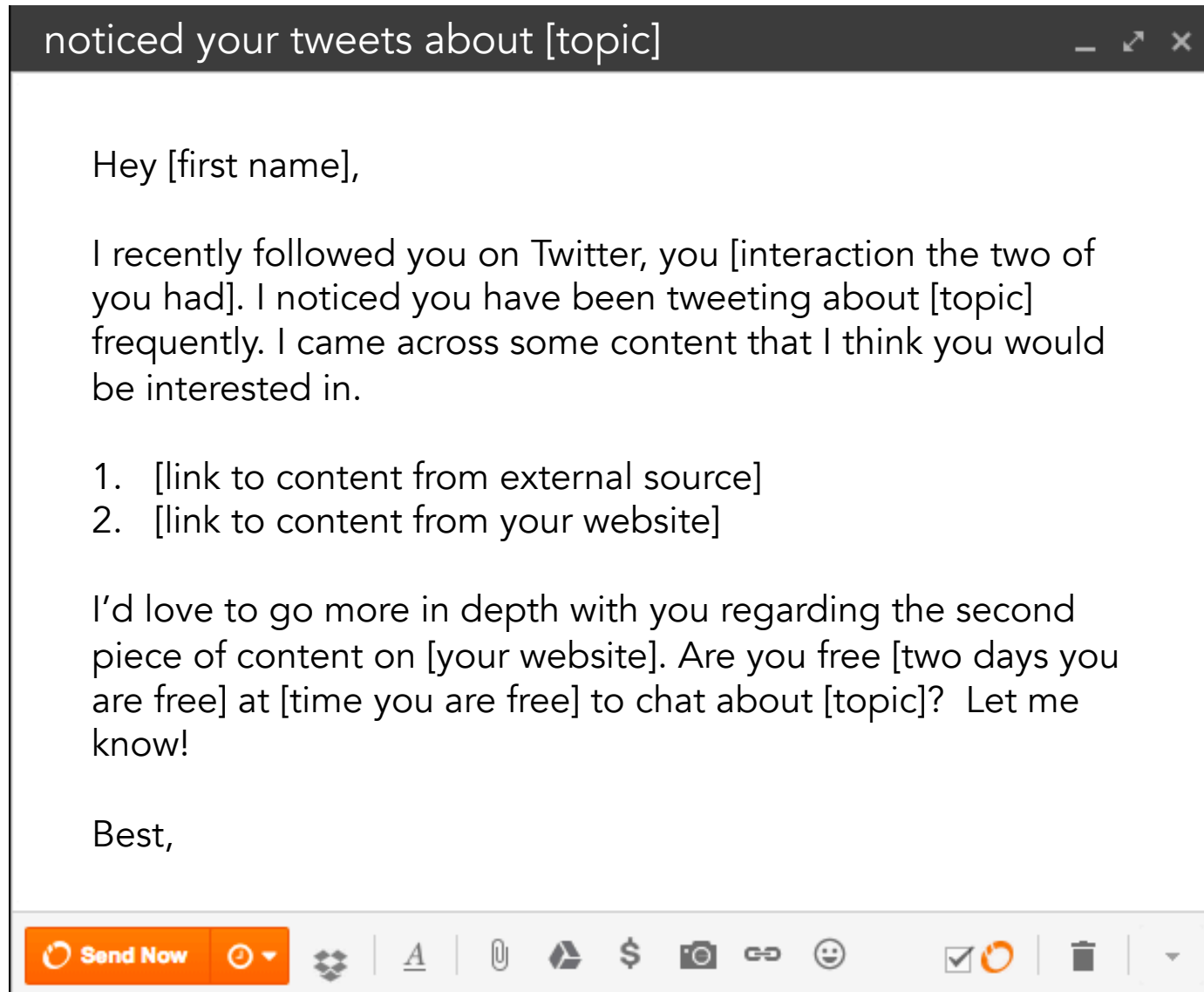
I hope you enjoy!

   |  |  |  |  |  |  |  |   |  | 

REFERRING SOMEONE THEY CAN WORK WITH



AFTER A TWITTER INTERACTION



YOU'RE VISITING THEIR TOWN















while I'm in the neighborhood

Hi [first name],

I'm here in [city name] this week for [reason for traveling].

I know you must be busy, but I've always admired your work in [describe role] and appreciated all you had to say when [mention last time you spoke]. Since then, I've made some developments of my own in this arena.

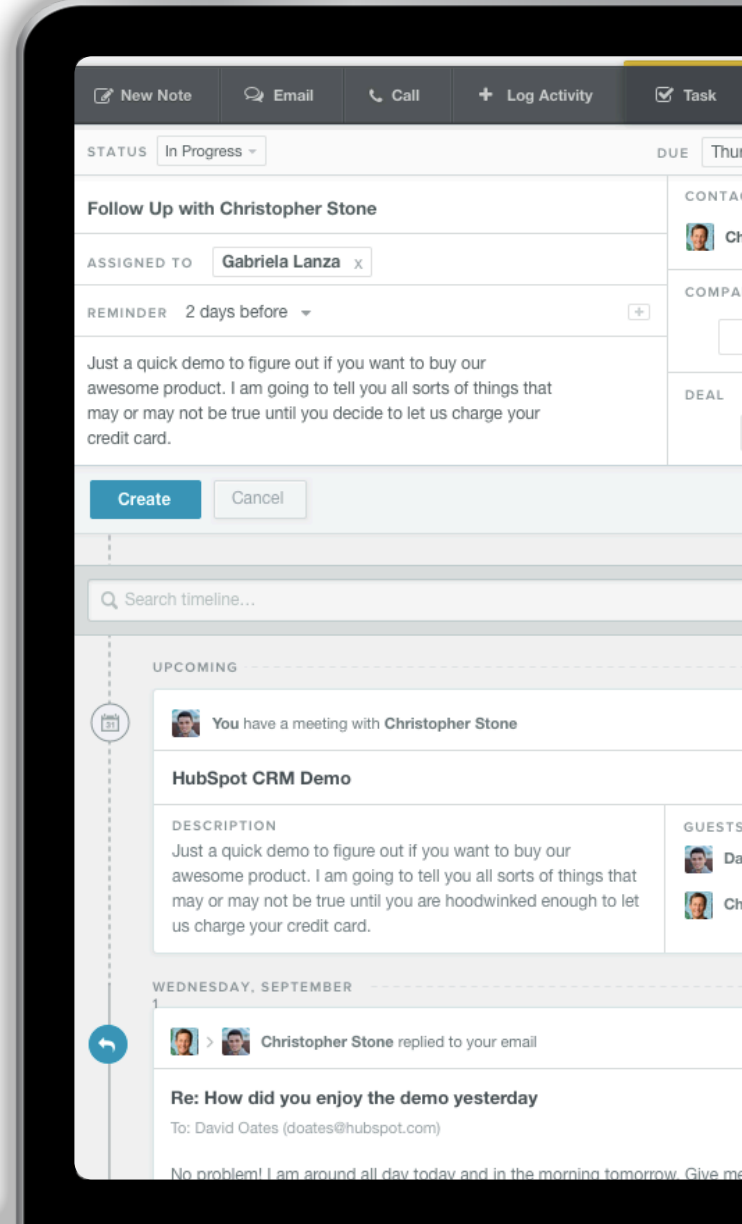
If you're around and open to meeting up, I'm flexible to whenever works for your schedule.

   |  |         |  | 

Ready to stop wasting valuable time logging every email?

Integrate HubSpot's CRM with your email and browser to automatically track every interaction with your contacts.

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FOLLOW UP TEMPLATES

Persistence pays off when it comes to email. 80% of sales require at least five follow ups.* In our follow-up email, we should include:

- 1 Reference to something we have discussed.
- 2 Ask what they think makes sense moving forward.
- 3 Reason why we're following up.

If you want to see success, you have to follow up, these thirteen templates can help.

AFTER A MEETING















next step? — ↗ ✕

[First name], I'm writing to follow up on our meeting on [date] when we discussed [topic of discussion]. I'm not sure what our next step is.

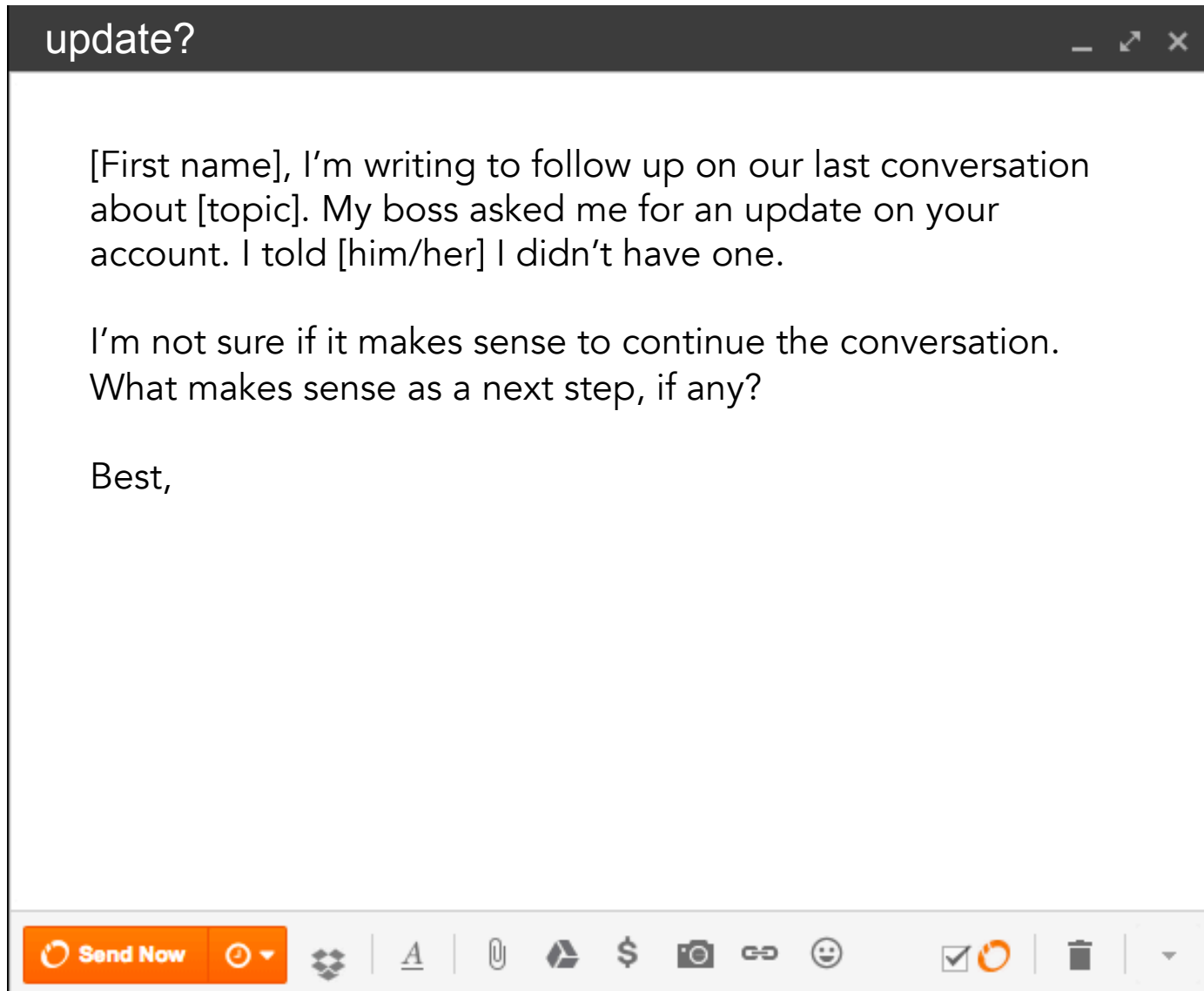
Let me know what makes sense as a next step, if any?

Thanks for your input.

Best,

   |  |         |  | 

OR MORE AGGRESSIVELY



CONFIRMING NEXT MEETING

pleasure chatting earlier, [name]

Hi [Name],

I really enjoyed chatting with you earlier today and learning more about your role at [company]. I understand the issues you're encountering with [challenges discussed in conversation] and how they make it harder to [impact on team or company].

As mentioned, I've attached more information about our resources and how we can help you boost [business objective] and solve [business problem].

Just let me know if you have any questions and I'd be more than happy to chat again. If not, I look forward to talking again on [date and time].

 Send Now



AFTER A GREAT BUSINESS MEETING

[date] meeting recap

Hey team,

Thanks for another great meeting today. Here's a recap of what we talked about, what we have to focus on in the coming weeks, and steps to take to accomplish our goals.

Objective: Discuss [topic]

Conversation items:

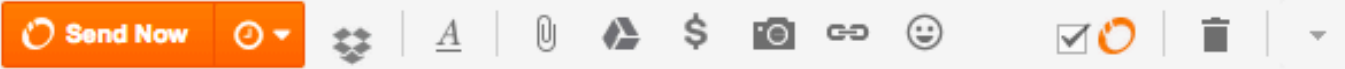
- [conversation item 1]
- [conversation item 2]

Action items:

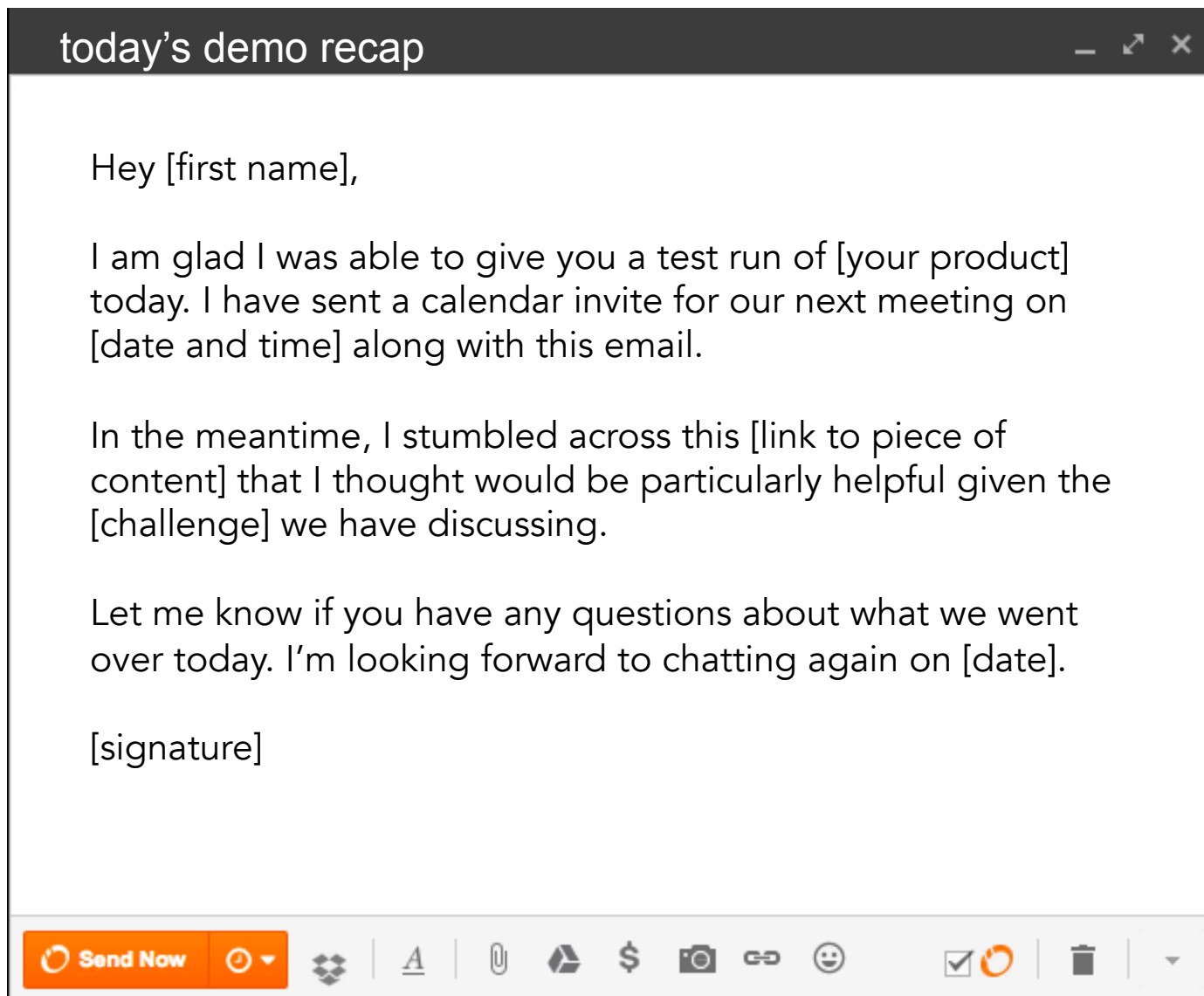
- [action item 1] - [Owner]

Next meeting: [day], [date] to discuss [topic]

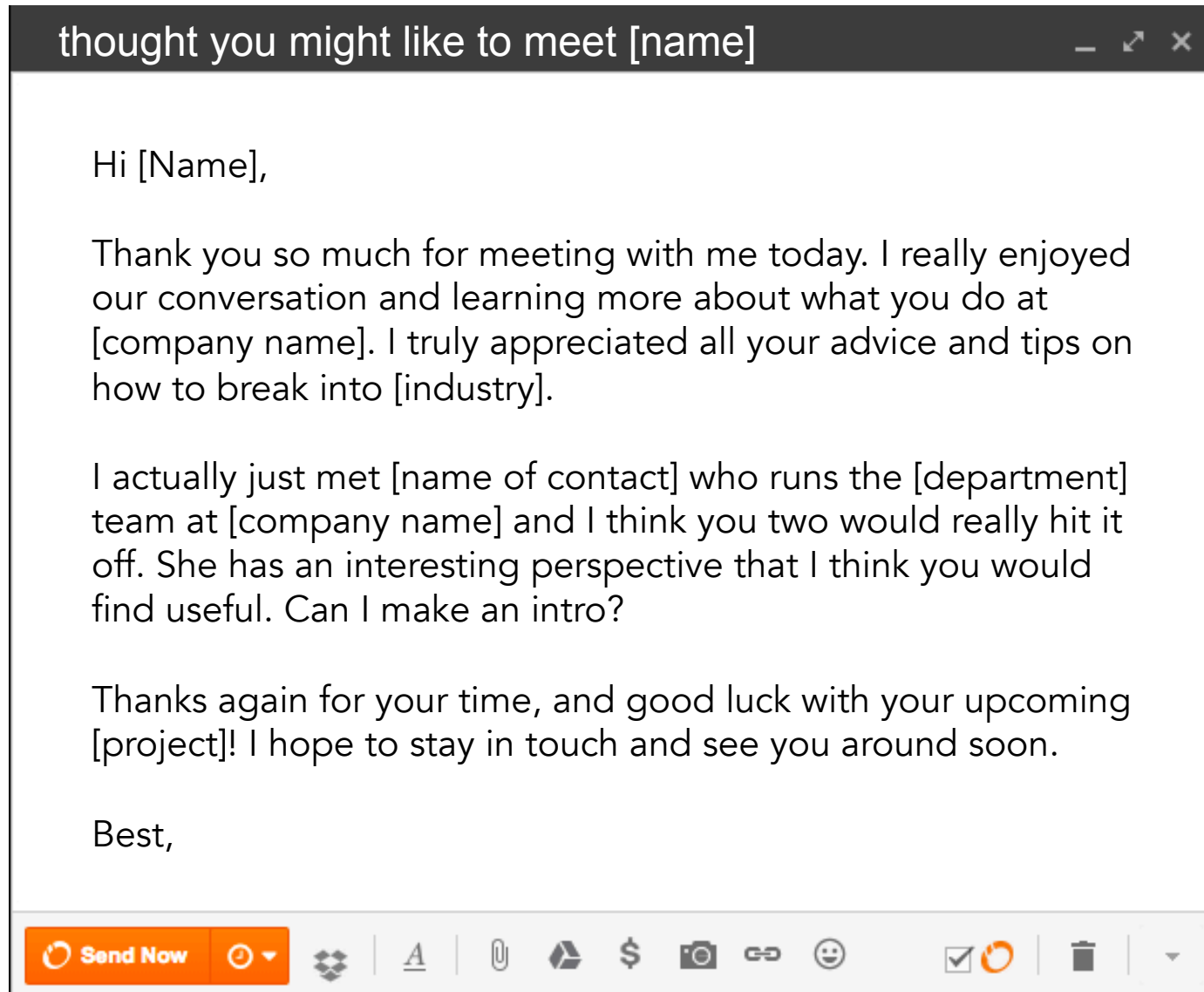
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AFTER A DEMO



AFTER A MEETING AND OFFERING AN INTRO



LEAVING A VOICEMAIL















sorry I missed you — ↗ ✕

Hi [Name],

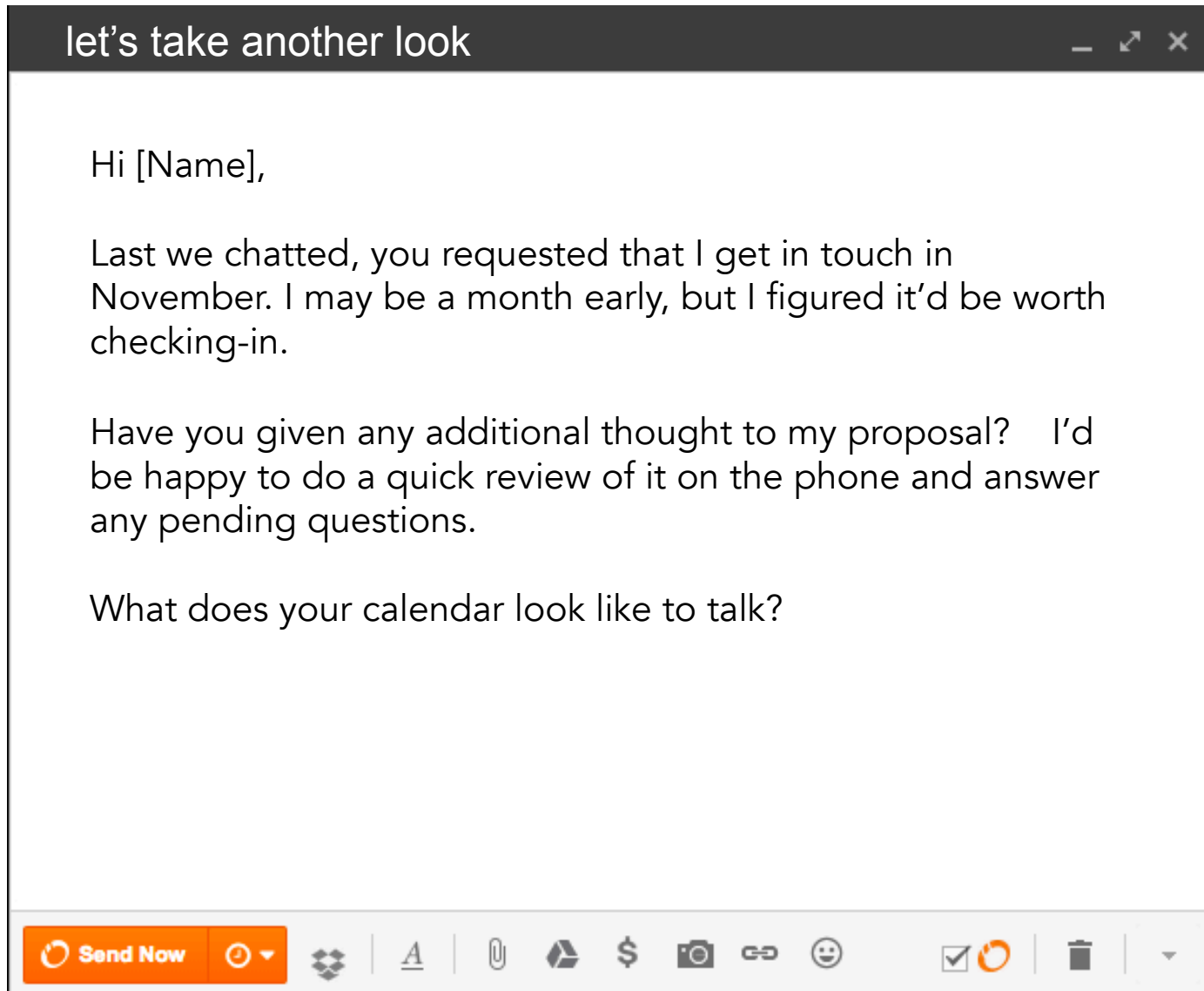
I just called to [explain your purpose].

In my voicemail, I mentioned that I'll try you again on [date and time], but feel free to reach me whenever works best for you at [phone number] or shoot me any questions via email.

Best,

   |  |         |  | 

AFTER A HIATUS



let's take another look

Hi [Name],

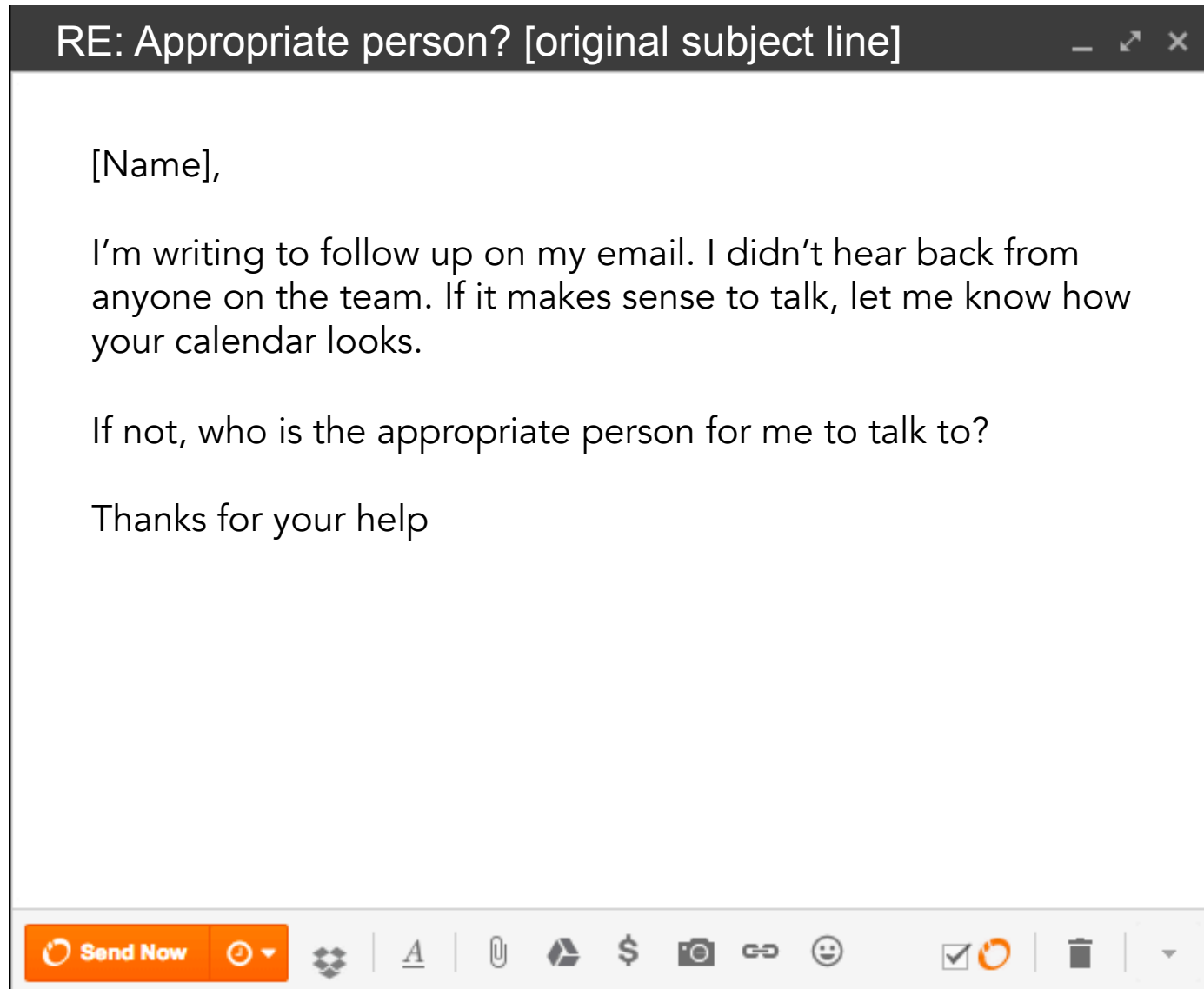
Last we chatted, you requested that I get in touch in November. I may be a month early, but I figured it'd be worth checking-in.

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

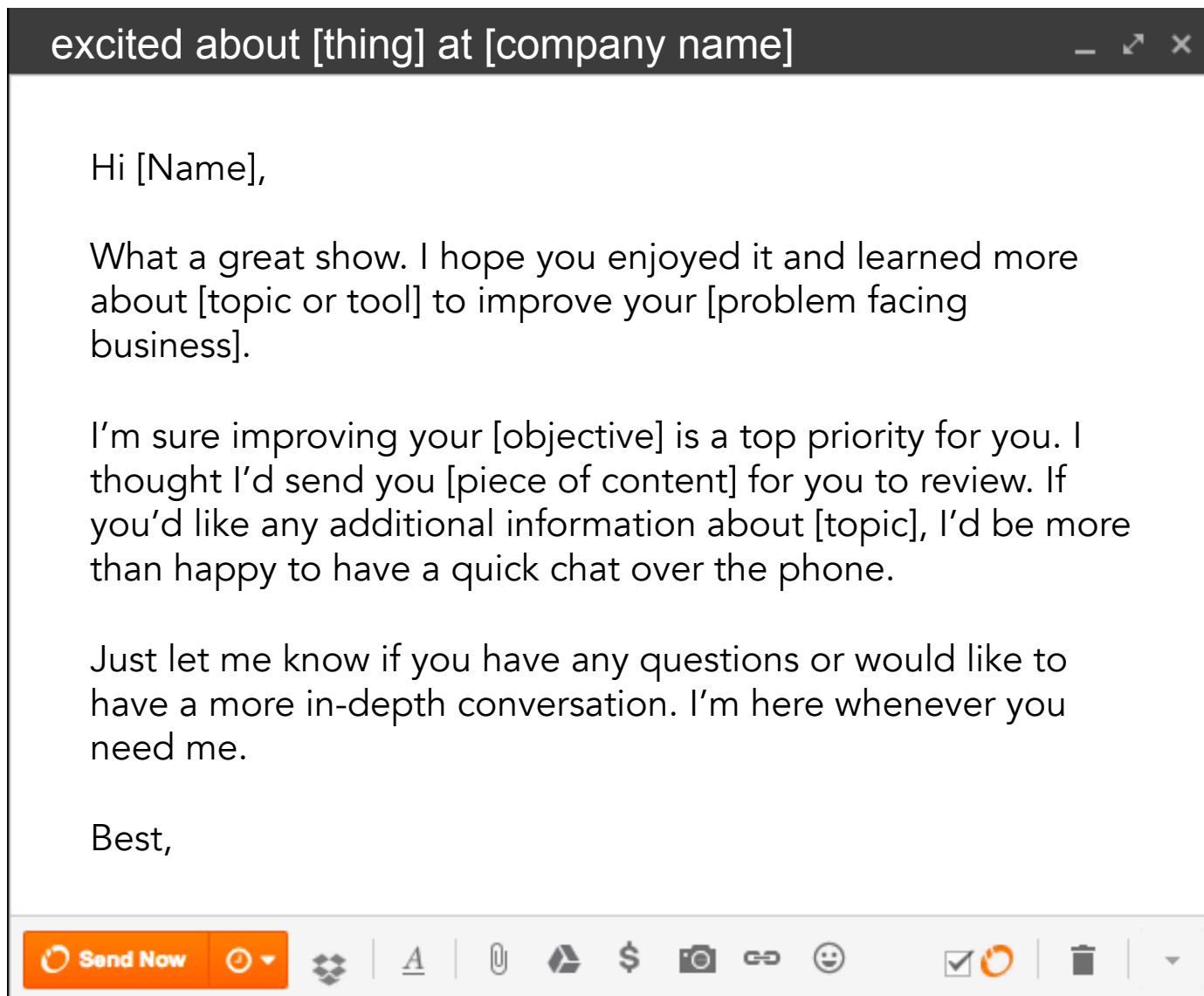
What does your calendar look like to talk?

Send Now

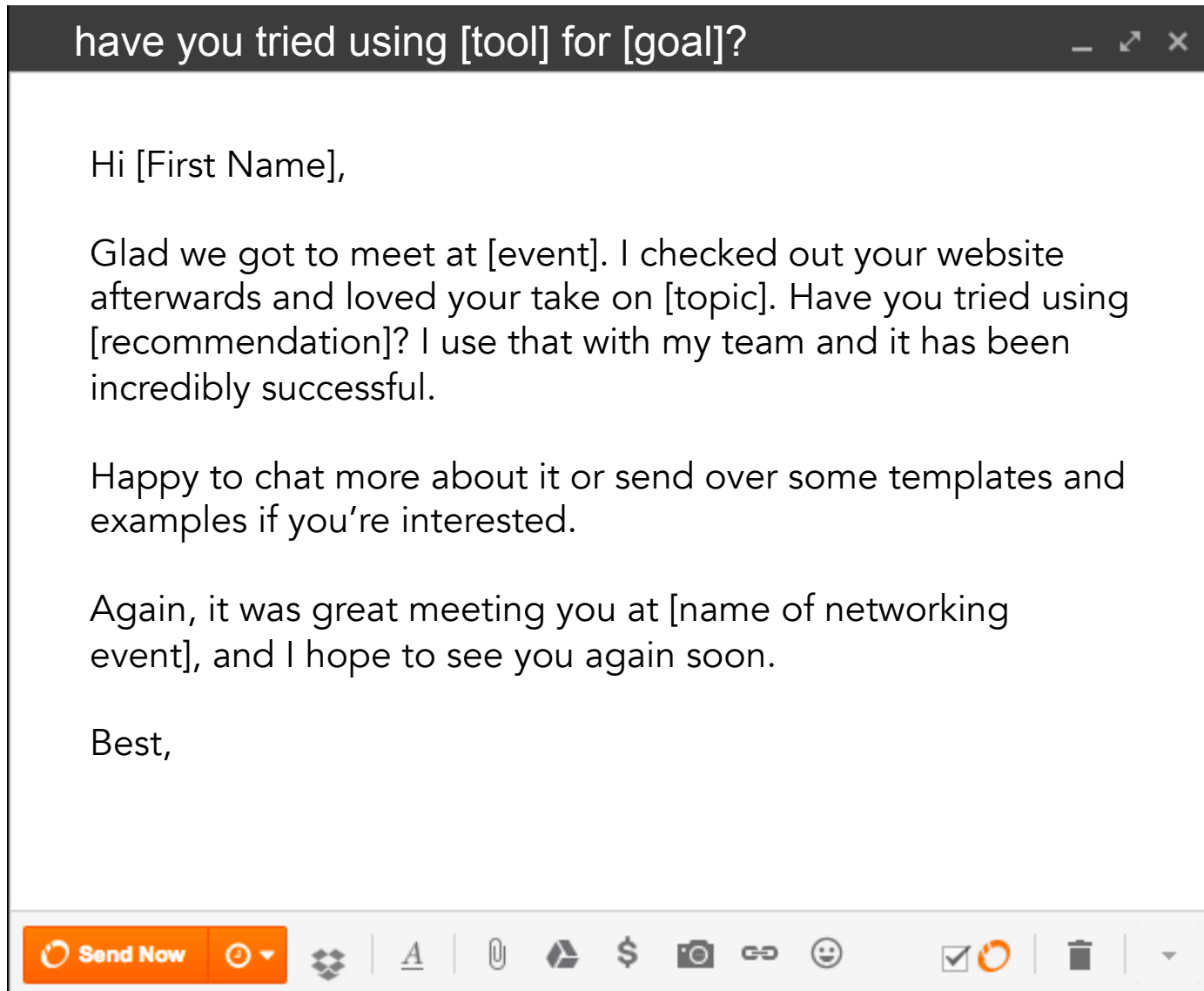
WHEN YOU DON'T HAVE A MEETING SCHEDULED



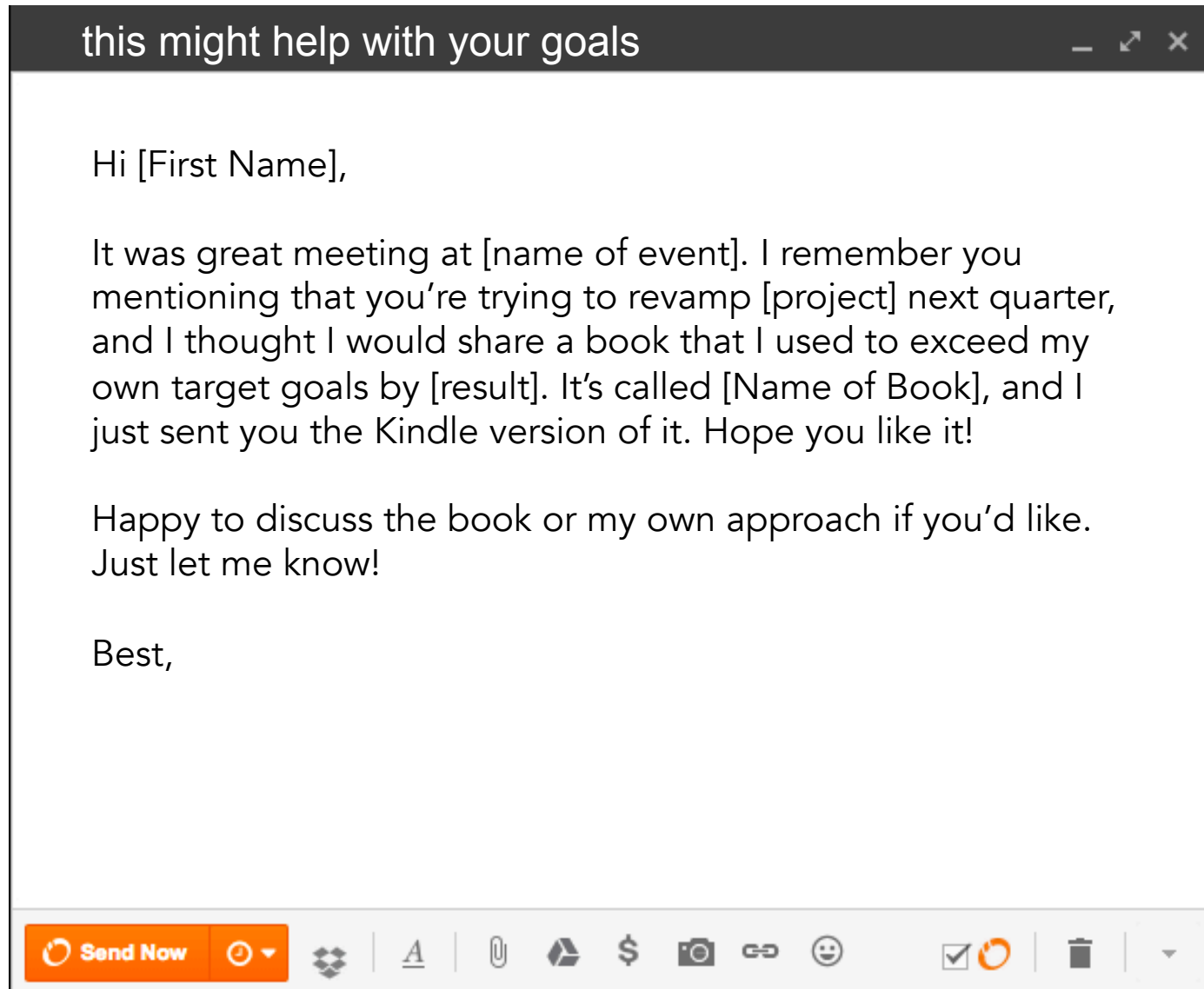
AFTER MEETING AT A TRADE SHOW, CONFERENCE OR EVENT



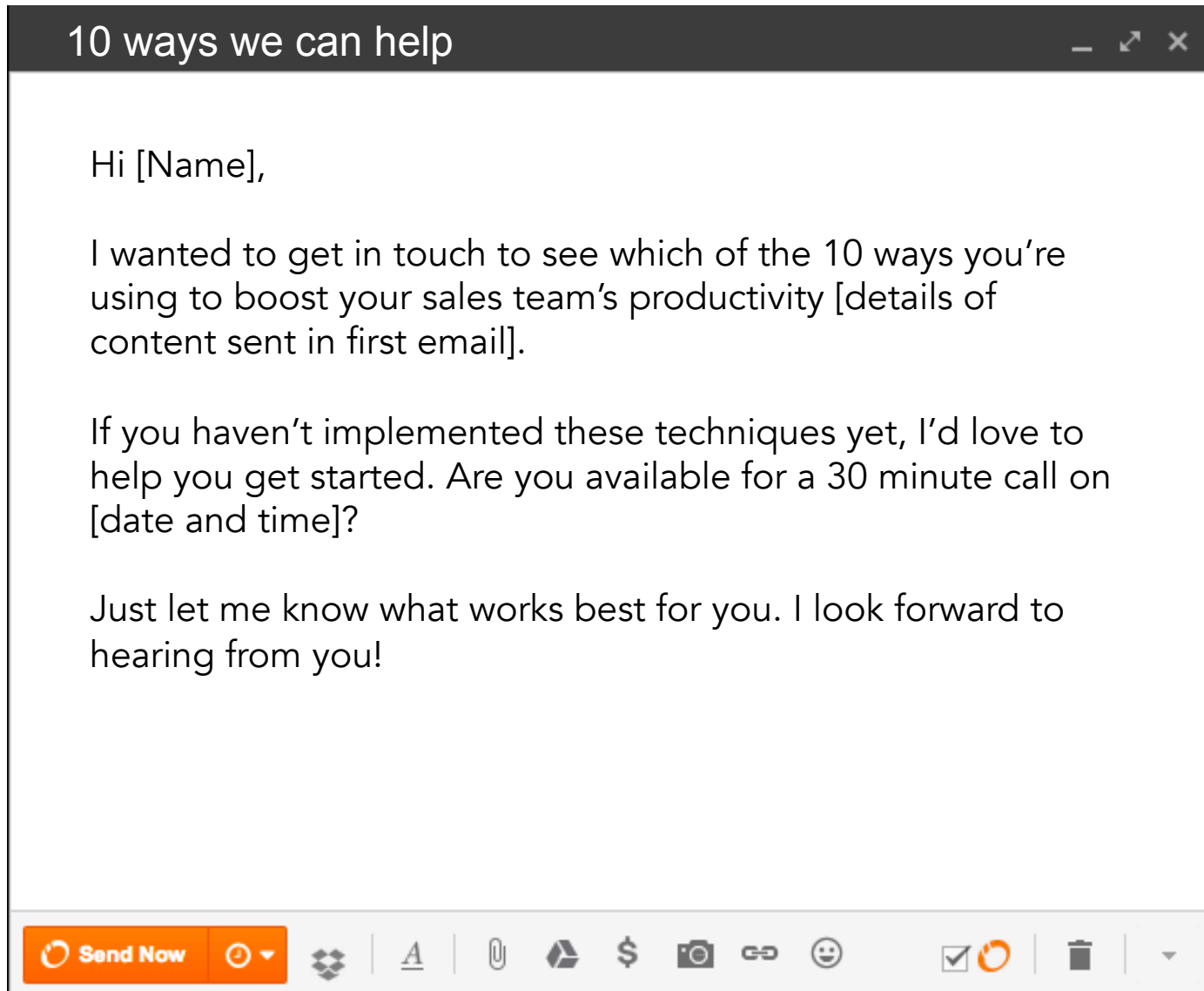
PROVIDING A USEFUL TOOL (A)



PROVIDING A USEFUL TOOL (B)



AFTER SENDING THEM TIPS



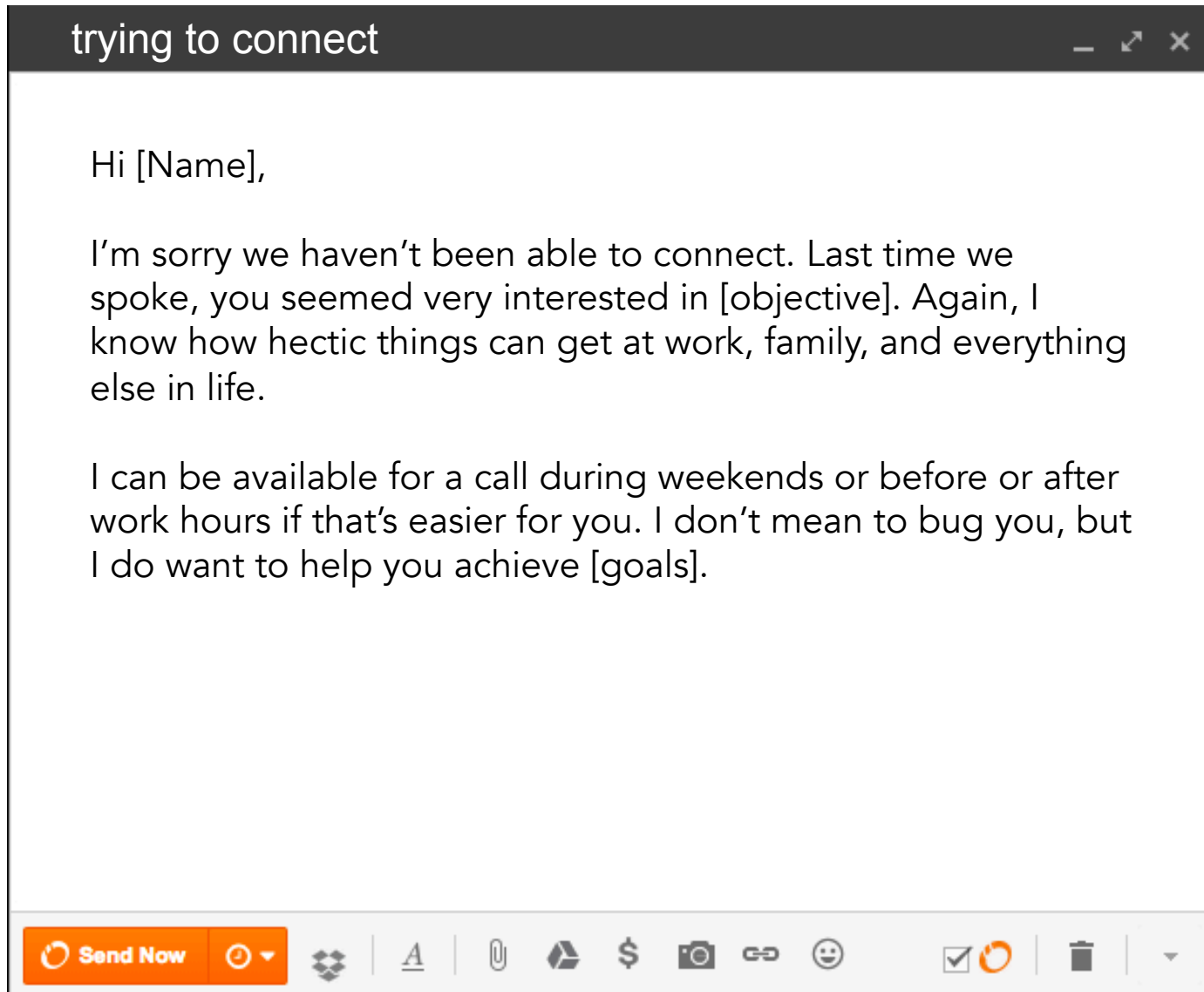
MORE FOLLOW UP TEMPLATES

Again, persistence pays off. Sometimes one follow up email just doesn't cut it. Make sure in your follow, follow up emails you:

- 1 Create a sense of urgency.
- 2 Express an understanding of their busy schedule.
- 3 If appropriate, make it clear this is the last time we'll be reaching out.

Here are a chain of four follow up emails that eventually lead to “breaking up” with an unresponsive prospect.

FOLLOW UP #3



THE BREAK UP EMAIL

should I stay or should I go?

Hi [First Name],

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

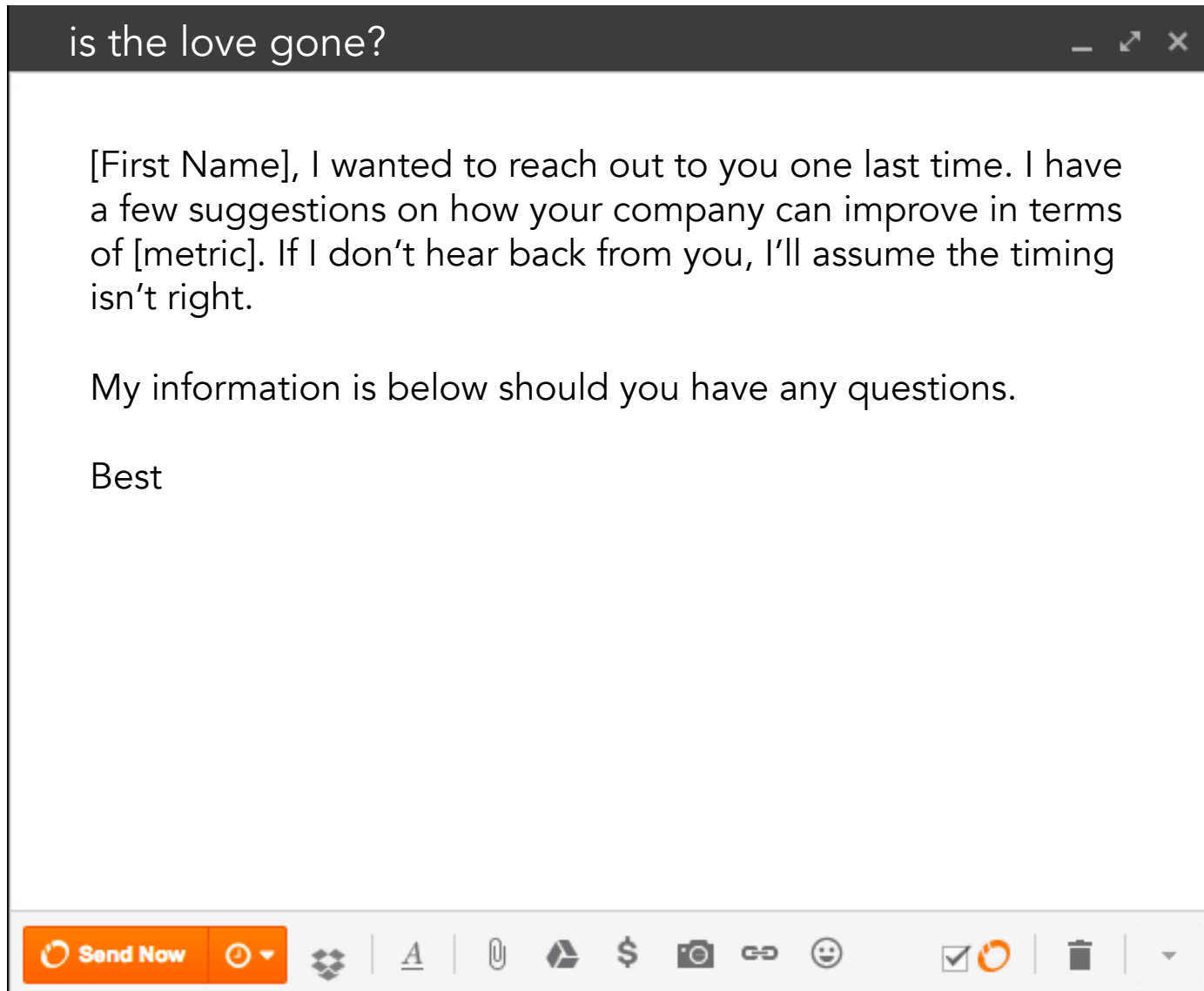
- 1) You're all set with ____ and I should stop bothering you.
- 2) You're still interested but haven't had the time to get back to me yet.
- 3) You've fallen and can't get up and in that case let me know and I'll call someone to help you.

Please let me know which one as I'm starting to worry!

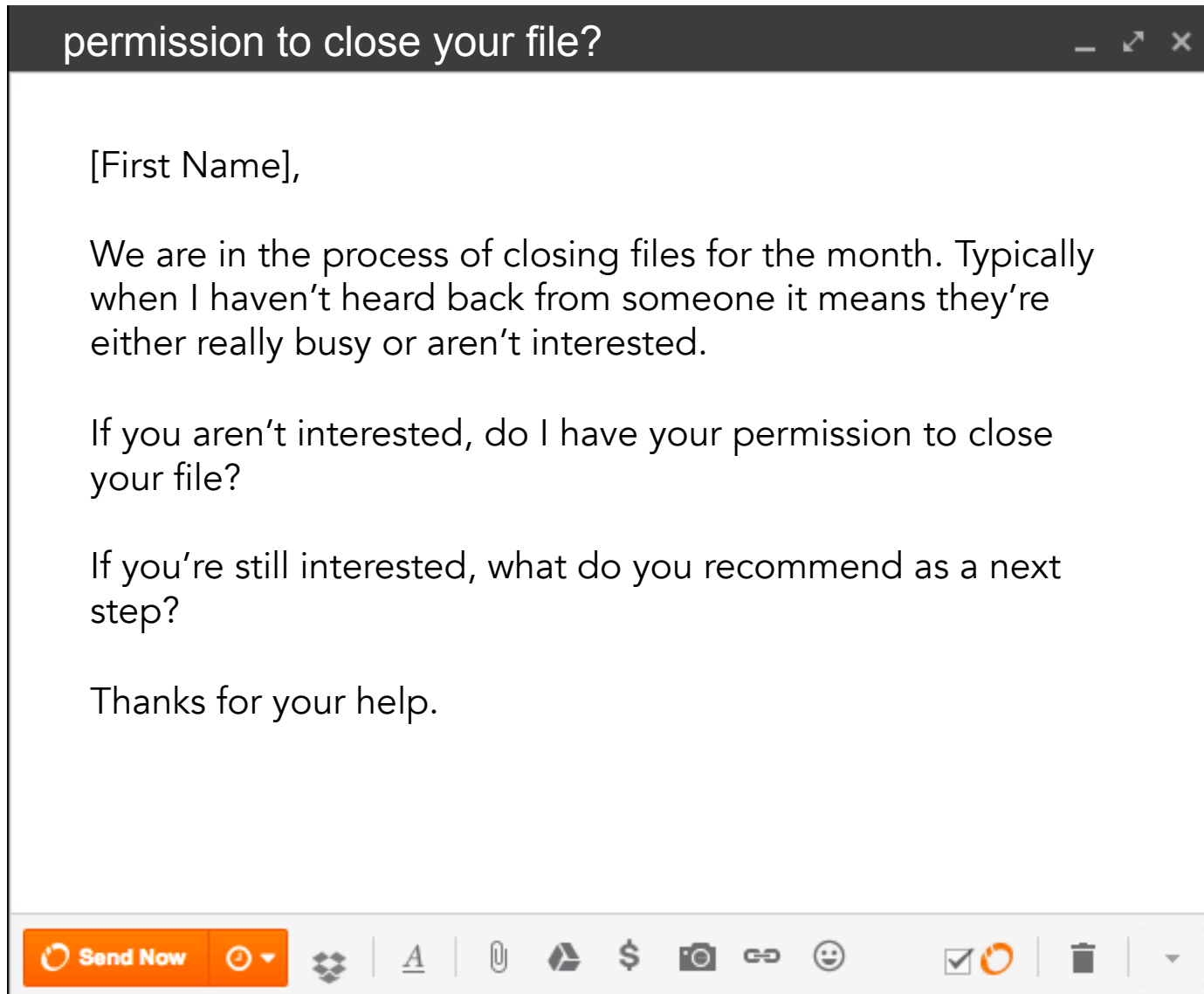
 Send Now



MAKING YOUR INTENTIONS CLEARER



TIME TO END IT



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REFERRAL TEMPLATES

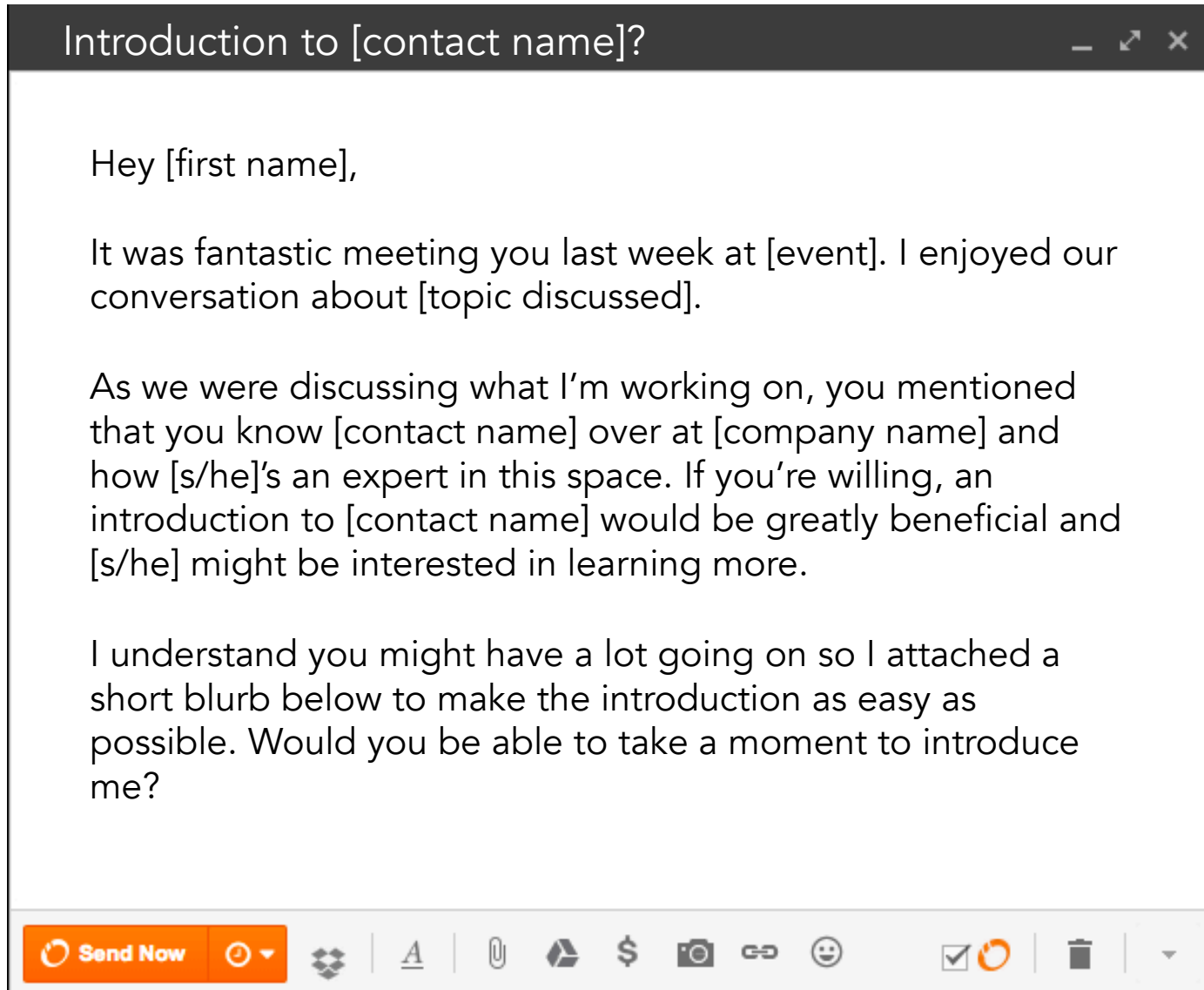
Cold connections often fail. But **83% of people worldwide trust in recommendations from people they know.*** That means referrals are a big deal and should include:

- 1 Reminder of our relationship with the recipient.
- 2 Why we're asking them to be a referral.
- 3 Make it as easy as possible.

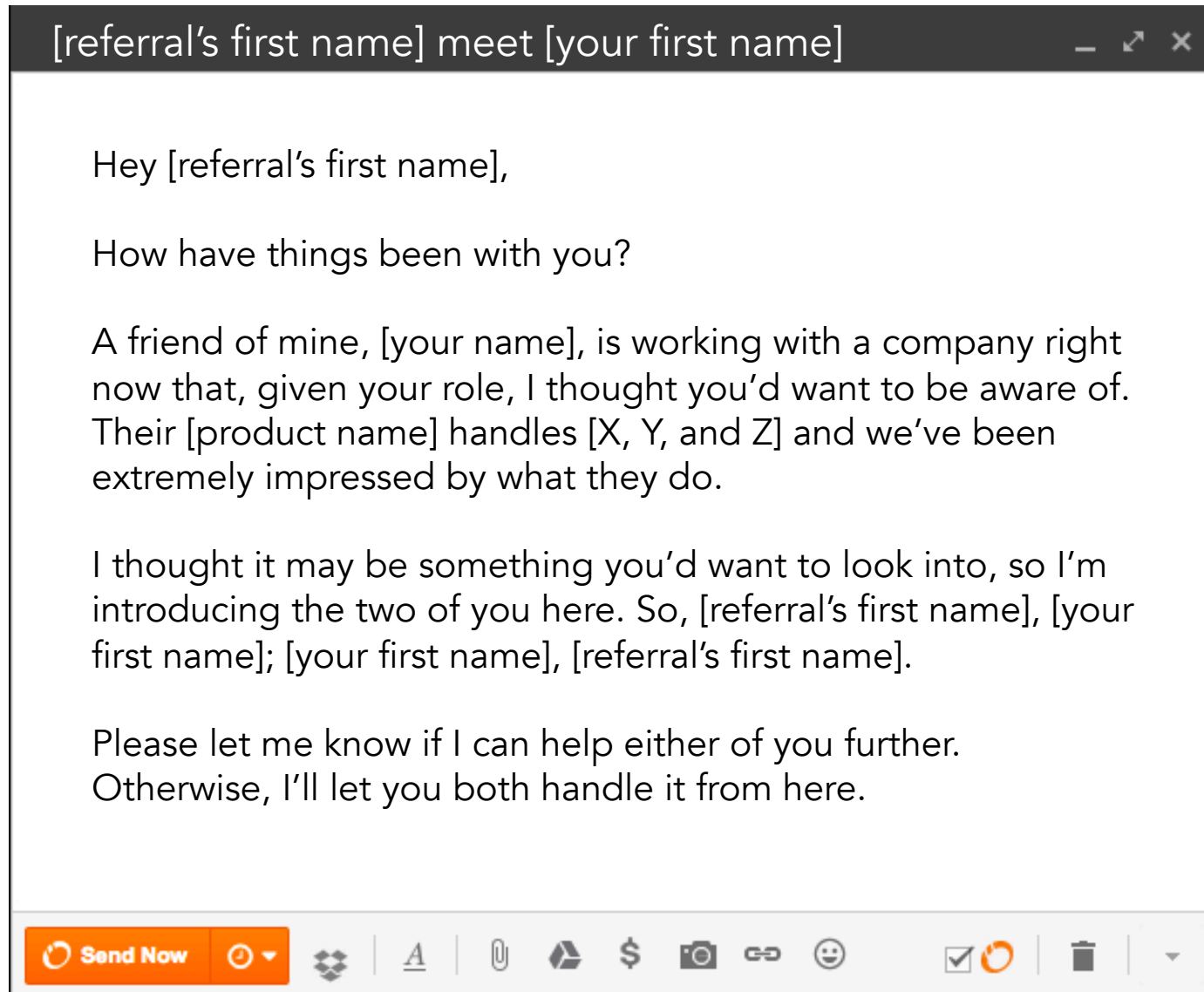
Here are four templates ways to ask for referrals.

*Source: Nielsen

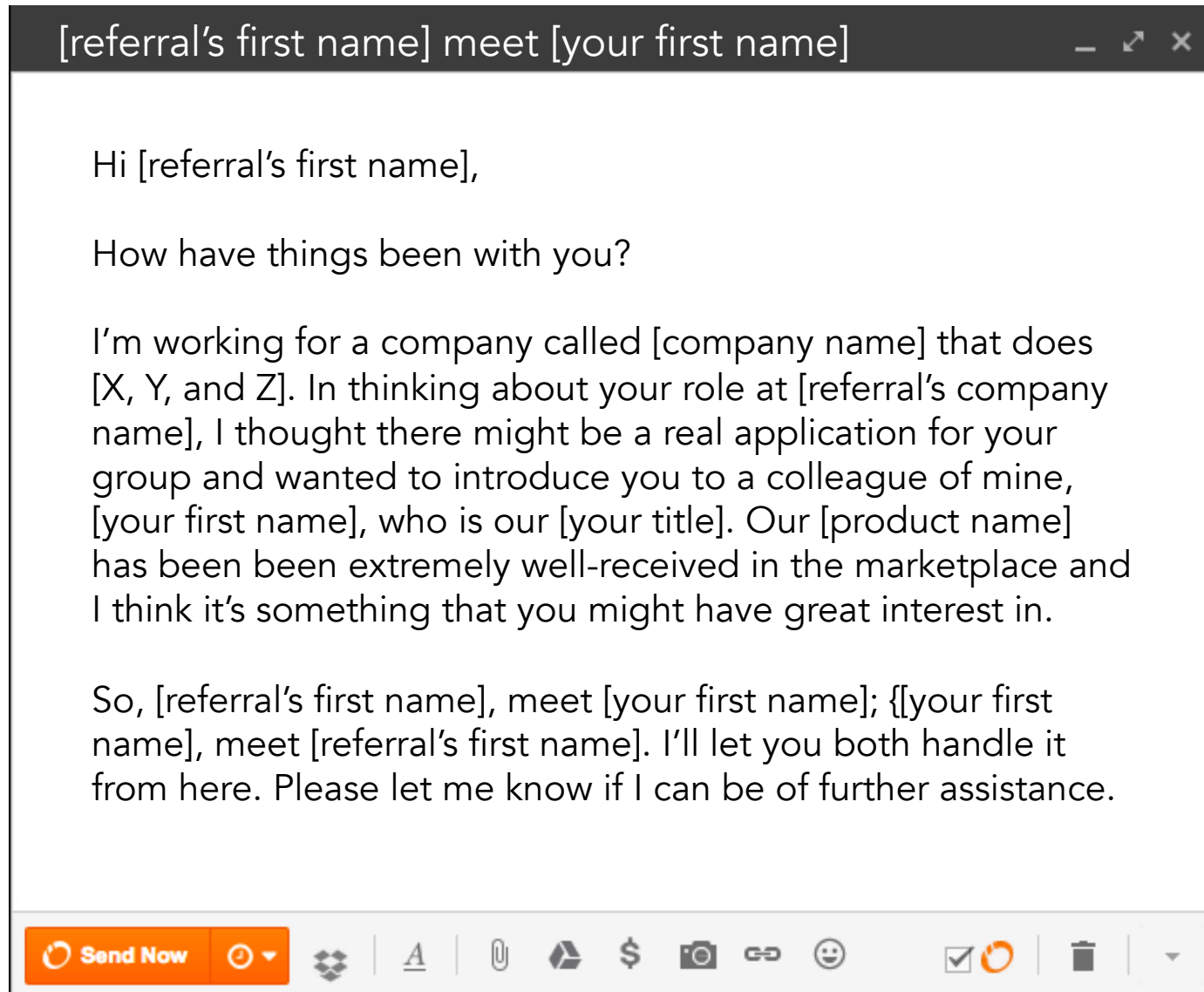
ASKING FOR AN INTRODUCTION



REFERRAL THROUGH AN EXTERNAL CONNECTION



REFERRAL THROUGH AN INTERNAL CONNECTION



REFERRAL THROUGH A CUSTOMER

[referral's first name] meet [your first name]















[Referral's first name],

I don't know if I've mentioned it before, but I've been working with [your first name] for a few months. The other day, I was talking with [her/him] about some of the things that [s/he] and I have done, and I realized that I should introduced you two. So...

[Referral], meet [your first name, with a LinkedIn profile URL].
[Your first name], meet [referral, with a LinkedIn profile URL].

Can I leave the rest to you both?

Talk to you both later.

   |  |         |  | 

CONCLUSION:

FROM TEMPLATES TO TOOLS

Now equipped with the right email templates, we need the right tools to make our sales process even more effective.

We recommend the free **HubSpot CRM**. The advantages:

- ✓ Unlimited users, usage and data
- ✓ Flexible, intuitive solution for managing prospects and sales pipeline



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