



The Art
OF THE
SALES EMAIL

9 Templates From First Contact to Follow Up

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1

INTRODUCTION.

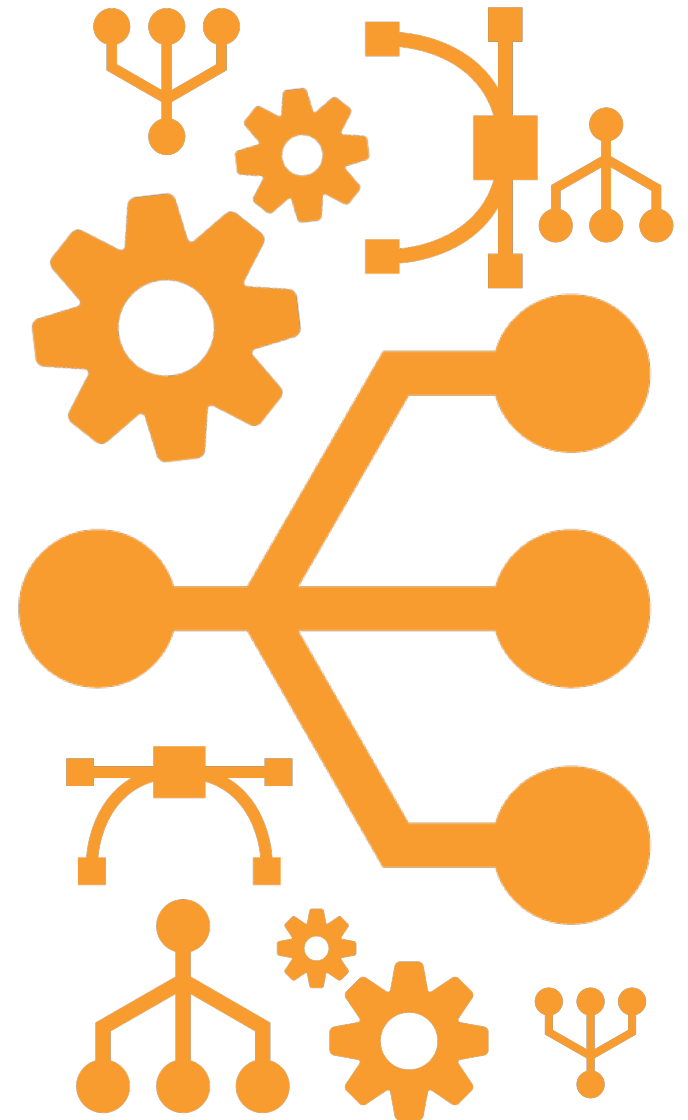
INTRODUCTION.

The days of the “spray and pray” tactic in sales are over.

Business leaders today are bombarded with an unprecedented amount of email, voicemail, and social media notifications from people both inside and outside their organizations. They barely have time to keep up with the essentials, so anything unnecessary that asks for more of their limited bandwidth is likely getting deleted or skipped over immediately. Want proof? Google “executive email overload” and you’ll get close to three million links.

This means that in order for buyers to even give salespeople’s messages a full read-through, your emails need to be attention-grabbing, personalized, and valuable from the start. To be the signal that cuts through the noise, your messaging needs to stand out from the sea of competitors by being more thought-provoking and relevant than the rest.

But this is easier said than done. The practice of writing a response-worthy email is part art, and part science.

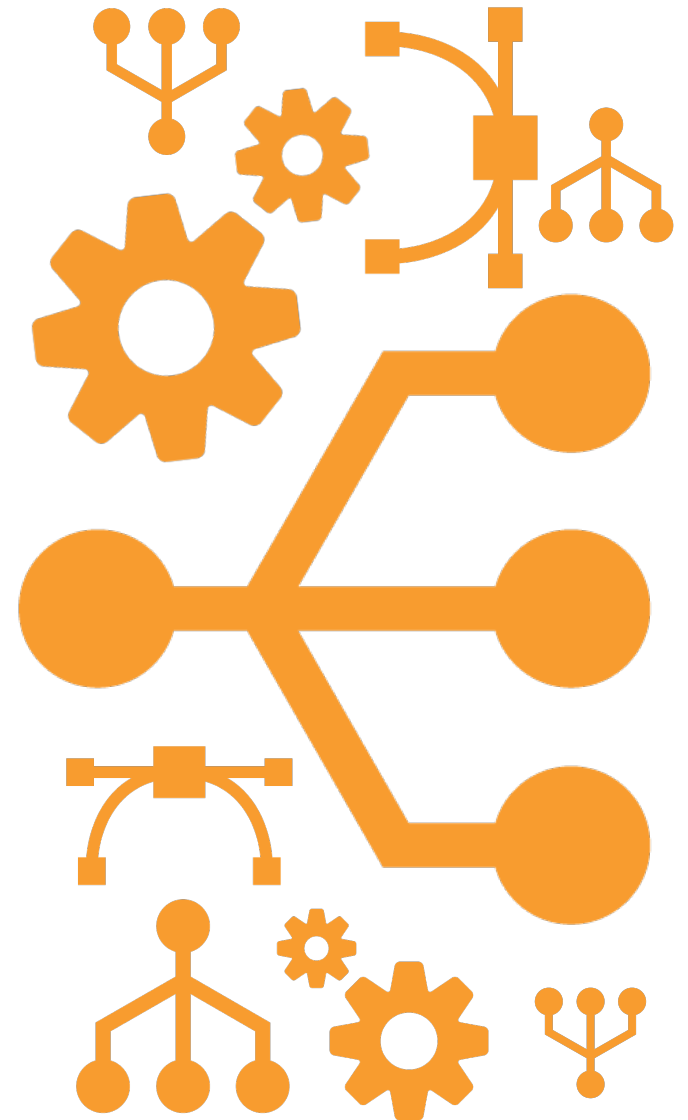


INTRODUCTION.

On the science side, while most emails are sent during the workweek, HubSpot's "[Science of Email 2014](#)" study showed that open rates rise dramatically on the weekends. In addition, shorter emails (between 300 and 500 characters) garner the highest click through rates. There was a similar trend in subject line length -- emails with subject lines that were 30 characters or less were more likely to be opened than emails with longer headers.

While this is all good data, statistics like these are only parameters. Okay, you now understand how long your subject lines should be, and when to send your email to increase its chance of being opened. But what should it actually say?

Enter the art section. In this ebook, you'll find nine email templates from sales experts for a variety of sales interactions -- ranging from a cold introductory email to a message that seeks a referral from a customer. Each example is accompanied with an explanation of why the email works, as well as some tips for personalization.



2

**THREE TEMPLATES FOR
THE INITIAL OUTREACH.**

3 TEMPLATES FOR THE INITIAL OUTREACH

#1: The Short and Sweet Email.

Keeping in mind that shorter and more direct is better, [Trish Bertuzzi](#), founder of The Bridge Group, espouses a three section cold email that can literally be three to five sentences. Here's her template.

Hi [buyer's name],

[Introduction and concise value statement]. I recently saw/read that [insert company or personal news or relevant trigger event here.] Would you be interested in [call to action]? If so, [way to let you know].

Best,

[Your name]

Let's dig into the components:

Section 1: The Opening. Introduce yourself and explain your value or positioning statement. It doesn't have to be long or drawn out. Just aim to spark the reader's interest.

3 TEMPLATES FOR THE INITIAL OUTREACH

Section 2: Customization. After doing some research on your prospect, you might have uncovered some news about their company that you should mention here. Alternatively, you can refer to a recent post or comment they made on social media that stuck in your head. Make it about them in a relevant and personal way.

Section 3: Call to Action. What do you want them to do after reading this email? Insert a direct and clear ask.

The Short and Sweet Email in Action.

Here's how this template might look in an actual email.

Hi Jill,

My name is John Smith, and I help manufacturing companies like yours reduce their expenditures through outsourcing. I recently read that Manufacturing Inc. added a new plant in California -- congratulations on the expansion. Let me know if you would like to set up a phone strategy session in the next week on how you can lower costs at your new location.

*Best,
John*

3 TEMPLATES FOR THE INITIAL OUTREACH

#2: The Personalized Email.

Personalization is incredibly important in getting your emails read and responded to. Prospects don't care about your business -- they care about their businesses. If you can make your email about an problem they're currently experiencing -- or maybe even one they aren't aware they have -- your message has a much better chance of being saved from the spam graveyard.

This template from [Michael Schultz](#), president at the RAIN Group, places the buyer front and center.

[Insert first name],

[Customized reason very specific to them why you are reaching out.] [Include a referral if possible.]

[If the buyer is particularly important, insert something very impressive here.]

[Insert your meeting offer.]

3 TEMPLATES FOR THE INITIAL OUTREACH

[Insert a few lines about what you do.] [Link to relevant content on your website should they want to look.]

[Remind again why you'd like to meet.]

[Sign]

Although this is a templated email, there is significant room for customization and personalization. After all, Michael did not supply any of the words!

This is intentional. “Templates that are very standard look like it. Start showing you will add value by putting effort into your email,” he explained. “Let marketing do the (somewhat) more standard stuff. The seller’s job is to make it relevant to individual people and companies.”

And formatting can sometimes give away the fact that you’re using a template, Michael added. If the buyer’s name is in 10 point font and the rest of the email is 12 point, it will be obvious to the recipient that their name was just copied and pasted in. Make sure all fonts and sizes are uniform.

3 TEMPLATES FOR THE INITIAL OUTREACH

The Personalized Email in Action.

To: Jill Jones
cc: Jane Pryce

Hi Jill,

My name is John Smith and I am reaching out after reading about Manufacturing Inc. adding a new plant in California. Jane Pryce suggested I contact you as I help manufacturing companies reduce their expenditures through outsourcing.

I stopped by your headquarters this week and talked with your operations manager Tim Cook. I was impressed by the original plant's extremely high productivity numbers. However, I also had some ideas as to how you could save money by outsourcing your teddy bear production line at your original as well as your new location.

I'd like to arrange a phone call with you to discuss some of these ideas. As a way of introduction, I've attached a recent research report my company conducted on the cost savings associated with outsourcing teddy bear manufacturing.

3 TEMPLATES FOR THE INITIAL OUTREACH

I've helped over 50 companies move their teddy bear lines overseas during my time at Outsource Co. Here's a link to our teddy bear outsourcing information page in case you'd like to check it out.

I'd love to talk about how I can help you save money.

*Best,
John*

3 TEMPLATES FOR THE INITIAL OUTREACH

#2: The Attention-Grabber.

[Michael Pici](#), sales manager at HubSpot, invests a lot of time in thinking about the specific words and phrases he uses in his emails. Before getting into the specifics, here's his template.

To: [Prospect]

[Thoughtful subject line]

[First name],

[Opening line about the prospect.]

[Question that aligns with the prospect's goals.]

[Signature]

Notice that the two main components of this email -- the opening line and the question -- are both related to the prospect. And that means you'll have to do research before anything else.

3 TEMPLATES FOR THE INITIAL OUTREACH

Michael recommends doing a Google search on your buyer's organization, looking at their social media profiles, reading their blog (if they have one), and stopping by their company website. This background work will help the salesperson formulate a compelling reason for reaching out.

Now you can begin the actual writing. Here are some examples of words and phrases Michael recommends for each component of the text.

Subject line: Personalized and attention-grabbing.

*Question about [a goal or trigger event]
[Referral/mutual connection] recommended I reach out
[First name], quick question for you.
Ideas for [goal/trigger event]
Thoughts about [blog post title or shared discussion]*

Opening line: Make it about them, not you.

*Saw that you mentioned...
I loved your post on...
Congratulations on...*

3 TEMPLATES FOR THE INITIAL OUTREACH

Question: Provoke their curiosity and [further the conversation](#).

How, if at all, would you like to improve your strategy?

Is X a priority for you right now?

Has it always been this way?

Is this a nice to have, or a have to have?

The Attention-Grabber in Action.

Here's an example of an email using this template:

Subject line: Ideas for generating leads

[Prospect],

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.

3

**FOUR TEMPLATES
TO FOLLOW UP.**

4 TEMPLATES TO FOLLOW UP

Sales is a game of persistence. With so much competing for buyers' time, one email or call won't cut it. Not even five.

According to Sirius Decisions, it takes an average of eight cold call attempts before a salesperson reaches a prospect. You know what they say -- if you don't succeed, try, try again, and again ... and again.

No matter how good of a salesperson you are, you're going to be doing a lot of following up. This next section offers four email templates for that awkward time between your first outreach and your first meeting.

#4: The Short and Sweet Follow Up.

If you kicked off your outreach with a phone call but your prospect didn't pick up, [Colleen Francis](#) recommends sending the following email.

Subject line: Sorry I missed you

Hi [Prospect],

Sorry I missed you on the phone today. I was calling because [explain your purpose].

4 TEMPLATES TO FOLLOW UP

My voicemail said I will try you again on [date and time] and you can always reach me before at [phone number].

*Cheers,
[Salesperson]*

Francis, owner of Engage Selling Solutions, claims that this email has an over 80% success rate within 24 hours.

Why? It's short and to the point. No big ask means that prospects can reply quickly and easily. And by sending both an email and giving your phone number, you allow prospects to choose the response method that works best for them.

If they don't have time to get back to you right now, no problem. You've stated the time at which you'll reach out again, preparing them for future contact.

4 TEMPLATES TO FOLLOW UP

#5: The Content-Centric Follow Up.

It's standard to send follow-up emails after conferences or networking events. So that means your buyer is likely getting a lot of similar-sounding requests. How do you separate yourself?

With content. Here's a template from Sales Strategist [Alice Heiman](#) that centers around offering the buyer a piece of helpful content.

Dear [Prospect],

What an exciting show. I hope you made great connections and learned some things you can use in your business immediately.

I am sure that [objective] is on the top of your list. As I promised, here is [piece of content]. If you would like more in-depth information on any of [details of content], I'd be delighted to have a 30 minute conversation with you to dive into that.

I'm here to be a resource to you, so don't hesitate to call.

*Best regards,
[Salesperson]*

4 TEMPLATES TO FOLLOW UP

The ebook, blog post, or other piece of content you sent along will give your prospect a better sense of what you do, bolster your credibility, and could even give them new ideas about how they run their business.

And by leading with content, you're assuming the role of a teacher right off the bat. This will help elevate the prospect's perception of you from a product pusher to a trusted advisor.

#6: The First Meeting Follow Up.

Maybe you were lucky enough to connect with your buyer, either on the phone or face-to-face, and you'd like to recap your meeting and thank them for their time. This email template from [Dave Kurlan](#), CEO of Objective Management Group can help you do just that.

Hi [Prospect],

I really enjoyed our phone conversation [or meeting] earlier today and especially liked learning about your unique role at [company]. I understand the challenges you are facing with [challenges discussed] and the impact they are having on [objective].

4 TEMPLATES TO FOLLOW UP

As promised, I have attached [or linked to] the resources and materials that can help you better understand how we can help you solve [problem].

Please let me know if you have any questions. Otherwise, I look forward to talking with you again on [date and time].

*[Signature line]
[Salesperson]*

Notice how Kurlan also includes a piece of content in his email, and sets the stage for the next contact. In addition, he rehashes the problems that the buyer talked about on the phone, and connects them with an objective they care about. This drives home the seriousness of the issue, and makes the prospect more aware of the need for change.

4 TEMPLATES TO FOLLOW UP

#7: The Radio Silence Follow Up.

If you've been following up to radio silence, you might be tempted to throw in the towel. But Heiman stressed that keeping at it pays off.

"I can't tell you how many times I was persistent and when I finally reached the person they were very grateful," she said. "Basically don't give up unless the person tells you to stop."

This is her template for a third or fourth attempt.

Hi [prospect],

I know you are busy helping your team [job function]. I want to be sure you know you can share this article with your team. Here's the link again. In 30 minutes I can give you some ideas on how to most efficiently [objective]. Do you have time for a call on [weekday] at [time] or [weekday] at [time]?

[Might also include a brief client story of a client who achieved objective.]

4 TEMPLATES TO FOLLOW UP

Let me know which of these times is convenient for you or send me a few that work for you. I look forward to talking with you.

[Salesperson]

This email refers to the content sent earlier, which keeps the thread consistent.

4

**TEMPLATE FOR THE
ONE-LAST-TRY EMAIL.**

TEMPLATE FOR THE ONE-LAST-TRY EMAIL

#8: The Just-Before-You-Give-Up Email.

Maybe you've sent email after email and left voicemail after voicemail, and no matter what you do, your prospect just won't respond.

While persistence is a virtue in sales, so is knowing when to call it quits and move onto the next opportunity. Your time is precious, and spending it on a prospect who is never going to buy isn't a wise strategy.

But instead of just dropping communication after the *n*th attempt, you should make it clear in your final message that this will be the end of your outreach unless the prospect responds. That gives the buyer one last chance to connect with you before you move on. After all, not interested *now* is different than not interested *ever*.

Dave Kurlan recommends sending this a customized email after 10 outreach attempts with no response, or several months of silence following an initial meeting or call.

TEMPLATE FOR THE ONE-LAST-TRY EMAIL

Subject line: Giving it one last try

In the rare opportunities I have to work on client acquisition, I have not had much success reconnecting with you. It might just be that you don't have any interest in talking with me -- and that's okay. I just need to know whether or not to keep trying. So, to make this nice and easy for you, you can reply with a simple keystroke. Just reply with either A, B, C, D, or E and I'll know what to do, but please do reply so that I can stop emailing you if you're not interested.

A. Stop emailing me with attempts to connect but continue to send invites for events.

B. Don't send me anything, remove me from your list. We don't currently and won't ever need your help.

C. I want to talk, we need some help, but the timing isn't right. Keep trying.

D. I would like to schedule a time to talk. We need some help. Please send your calendar link.

E. I forgot who you are. What's this about?

Thank you.

TEMPLATE FOR THE ONE-LAST-TRY EMAIL

According to Dave, the majority of the people he sends this email to respond with “C.” And this is encouraging since he otherwise might have given up on the buyer prematurely.

Why does this email work? It’s short and incredibly easy to respond to -- after all, the recipient only has to press one letter before sending. It also unburdens the buyer of the fear that they might hurt the salesperson’s feelings. They’re free to be totally honest without worrying about coming off as rude.

5

**TEMPLATE TO REQUEST
A REFERRAL.**

TEMPLATE TO REQUEST A REFERRAL

#9: The Ultimate Farming Email.

According to Dale Carnegie Training, 91% of customers say they would give referrals, but only 11% of salespeople ask for them.

This is a baffling statistic, considering that the close rate of referred leads is approximately 50%. Why are salespeople leaving so much easy money on the table? Perhaps it's because they just don't know how to ask for referrals.

But to maximize their sales, reps should strive to give equal credence to both the hunting and farming parts of their jobs -- and this means getting comfortable with seeking new prospects from old customers. Sales Trainer Rick Roberge suggests forwarding the following email template to your customer, and asking them to send it directly to the person they're referring.

TEMPLATE TO REQUEST A REFERRAL

*To: Referral
cc: Salesperson*

[Referral],

I don't know if I've mentioned it before, but I've been working with [salesperson] for [time period]. The other day, I was talking with him about some of the things that he and I have done, and I realized that I should put you two together. So...

*[Referral], meet [Salesperson, with a LinkedIn profile URL].
[Salesperson], meet [Referral, with a LinkedIn profile URL].*

Can I leave the rest to you guys?

Talk to you both later.

This email is intentionally simple. The referring customer is not asked to explain what the rep does -- after all, they're not the one in sales. All the customer is asked to do is give a quick introduction. It's quick and painless for them, and extraordinarily valuable to the salesperson.

6 CONCLUSION.

CONCLUSION

These nine templates cover a fair amount of the seller-buyer relationship. But there will always be occasions when a template just won't do. Using these examples as inspiration, you should strive to write sales emails that are:

Personalized. Do your research, and include customized information.

Interesting. Grab the reader's attention immediately.

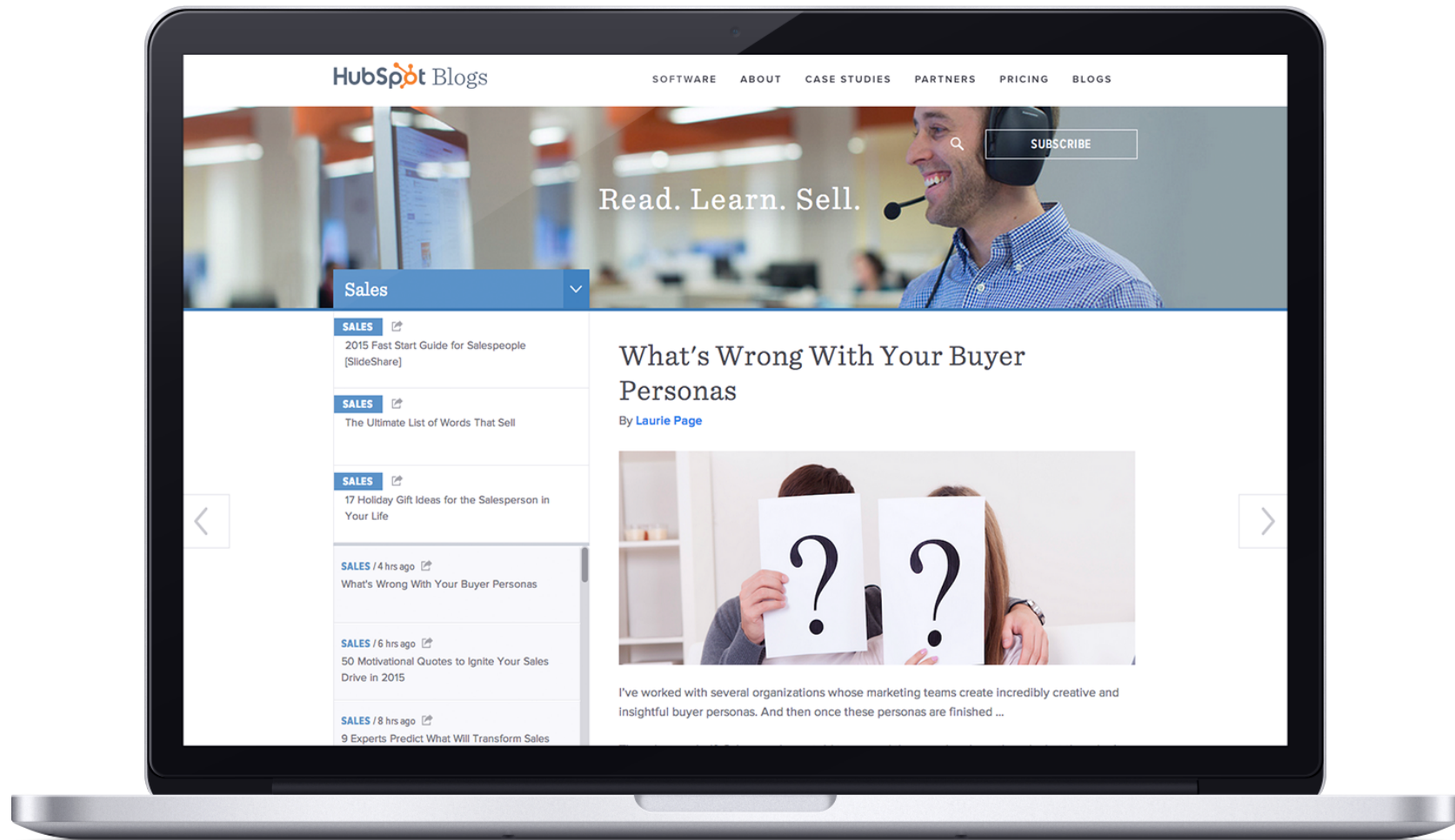
Buyer-centric. Don't just launch into your pitch. Make it relevant to them.

Concise. No one has time to read overly long emails.

Timely. Adjust your communication to the stage of the buying cycle your prospect is in.

Now unleash your sales email artistry on the world, and increase your response rates in the process. With the right words, you won't just be another spammer -- you'll be earning attention and trust.

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SAY HELLO

TO HUBSPOT CRM

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The image displays a screenshot of the HubSpot CRM interface. The top navigation bar includes 'CRM', 'Contacts', 'Companies', 'Deals', 'Tasks', and 'Settings'. The main content area shows a list of contacts with columns for First Name, Last Name, Company, Email, Last Contacted, and Phone. A search bar and 'Add Contact' button are visible at the top of the list. Below the list, a contact detail view is open for 'Quantify', showing fields for Name, Company Domain, Annual Revenue, Number of Employees, and Description.

| First Name | Last Name | Company | Email | Last Contacted | Phone |
|------------|-----------|-------------|---------------------|----------------|------------|
| Jose | Carroll | Vimbo | j.carroll@vimbo.com | 07/25/2014 | (348) 3... |
| Dorothy | Collins | Wikvu | d.collins@wikvu.com | 07/25/2014 | (803) 9... |
| Harold | Powell | StyNoodle | h.powell@sty... | | |
| Jonathan | Hamilton | Zoonder | j.hamilton@zo... | | |
| Nicole | McDonald | Diva Noodle | n.mcdonald@di... | | |
| Michael | Clark | Tudio HR | m.clark@tudio... | | |
| | | Roombo | raymond@roombo... | | |
| | | Skipstom | j.walsh@skipstom... | | |
| | | Roomm | c.cooper@roomm... | | |
| | | Yorbu | y.yorbu@yorbu... | | |

Quantify
quantify

ABOUT

Name: **Quantify**
Company Domain: **quantify**
Annual Revenue: **10000000**
Number of Employ...: **200**
Description: **09/06/2014**