

Scott's "Cold Call" Email Template

Learn how to book more (and better quality) sales meetings with our full guide to B2B appointment setting.

Scott Barker, Head of Partnerships at Sales Hacker and his team have used this exact template to land hundreds of meetings with prospects.

Subject Line: Nobody likes a cold call

Body:

Hey Bob,

Nobody likes a cold call. So I thought I'd transcribe how a typical call goes to save us both some time.

Bob: Hello?

Scott: Hey Bob. Scott here. I'm calling from company X. Do you have 2 minutes to chat?

Bob **with a slight hint of irritation**: I guess. What's up?

Scott: So really quickly. We are an X company. We've been able to drive some great results for companies in your space. I was hoping to start a conversation to see if we could do the same for you.

Bob: I think we're all covered in that area, Scott. Thanks.

Scott: Fair enough. If we could save you X amount of time a month and ensure you hit your lead goals, would that change anything?

Bob: You're persistent aren't you? I'm busy right now, but can you *actually* ensure I hit my lead goals?

Scott: Yes sir. Snag 10 minutes on my calendar here ← [Link to your calendar or Calendly](#), and we can run through it together.

Bob: Fine. I can spare 10 minutes. Talk then.

To Be Continued...

Why this template works:

1. In your first touch, you've used some self-deprecating humor to humanize yourself
2. You've made yourself relatable and attractive to the prospect (who hasn't been irritated by cold calls out of the blue?)
3. You've showcased your value prop in a unique, creative way
4. You've addressed and overcome their first objection already

What to do if you don't get a response:

Keep it creative. Rather than a basic follow-up email, send a personalized video saying "I'm tired of talking to myself over email so I thought I'd send you this video." and recap the reasons why they should connect with you.

This tactic has gotten Scott and his team a 70-80% response rate to their cold outreach.