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Sales email templates

Over 20 templates, from cold emails
to follow-ups

CHAMPIONS OF CUSTOMER SERVICE

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Prospecting emails

Though there are now more ways to communicate than ever before, 8 in 10 prospects still prefer engaging with sales reps over email.

The primary goal of prospecting emails is to get those discussions started. You're looking not to strike a deal right away but simply to strike up a conversation.

Personalization is important whenever you're emailing a prospect—anything too generic will be treated like spam. But you don't have to write every email from scratch. Start with the right template, then use your research to fill in the blanks and add the right details.

Five tips for prospecting emails

RESEARCH YOUR RECIPIENTS

Most sales reps get leads from their marketing department and come up with additional contacts by using lead generation software. Before emailing these potential prospects, research them on networking sites like LinkedIn. Learning more about a lead through social media, blog posts, press releases, and websites can help you personalize your prospecting email.

STICK TO SHORT SUBJECT LINES

A sales email's subject line is the first thing your prospect will see—and if it's not compelling enough, it could also be the last. Catch the recipient's attention by using their name (which can increase open rates by 22.2%) or a second-person pronoun like "you/your." Keep things brief by using no more than 50 characters—according to Marketo, 41 characters is the ideal length.

CUSTOMIZE THE BODY

Even if you're using a template, you want to customize the content so that it speaks directly to the prospect and their pain points. Show that you're aware of a recent development at their company or in their industry. Then, explain how you fit in. Every prospecting email should include value for the reader, whether that's the product or the service you're pitching or a relevant resource you're sharing.

INCLUDE A CLEAR CTA

Your call to action doesn't need to be a big ask. At this early stage in the sales process, it may be as simple as "click my calendar to schedule a quick chat." Whatever you're proposing, though, you need to make the "next steps" crystal clear so that your prospect knows what to do if they're interested.

NAIL THE TIMING

What time you catch someone can have a big impact on whether they open your email. Some studies have shown that Tuesday is the best day of the week to send an email, and 10 a.m. to 2 p.m. is the best time frame. Use your CRM to schedule prospecting emails so that they reach recipients at the perfect moment. Or experiment with different delivery times and see what works best.

PROSPECTING EMAILS

Cold email templates

There are many different ways of making first contact. Use what you know about your prospect to help settle on the right approach.

Uncertain contact
Third-party connection
The PAS system
The AIDA system
The direct approach
Painting a picture
Something useful
Free-trial offer

Uncertain contact

Are you targeting a big fish but not sure you have the right point of contact? Use the "quick question" approach to confirm you've got the correct contact information before you devote time to crafting the perfect pitch.

This template is effective because it asks very little of the recipient. It's a short query (as promised by the subject line) and can be quickly satisfied with an email address or a phone number.

SUBJECT LINE: *Quick question*

EMAIL COPY: *Good afternoon {first name},*

My name is {first name}, and I represent {company}.

Could you tell me who handles decisions in the {sales/customer relationship/product buying} department and how I might connect with them?

Thank you in advance,
{insert email signature here}

Third-party connection

Perhaps you do know the best point of contact, but you're having trouble reaching them. Try finding a lower-level employee at the company on LinkedIn or Twitter and asking them to help you connect with the prospect.

A company's younger or newer employee doesn't want to drop the ball on a potentially profitable opportunity. For that reason, there's a good chance that they'll be sure to forward your message to someone higher up.

SUBJECT LINE: *{First name}, can you help me connect?*

EMAIL COPY: *Hi {first name},*

I came across your name on {source} and was wondering if you could help me out.

I have a solution for {industry problem or pain point} that I think {company name} could really benefit from, but I'm having trouble connecting.

Who is the right person to discuss this opportunity with, and how might I reach them?

I appreciate your time.
{email signature}

The PAS system

The "PAS" approach refers to a three-part formula:

- **Problem:** Pinpoint a problem that's specific to your prospect. Research Twitter, Google, Yelp, or Facebook if you need help identifying a contact's biggest pain point.

- **Agitate:** Poke the bear. Or, in other words, home in and elaborate on why the problem is so frustrating for your contact.

- **Solve:** Finally, propose a solution. Position your product or service as a cure for what ails them, then include a direct and low-commitment CTA so they know what to do next if they're interested.

The effectiveness of the PAS approach lies in the way that it exploits the prospect's biggest concerns. But this highly personalized email format also shows the reader that you've done your research, making your message harder to dismiss as generic spam.

This template shows how a sales rep offering a CRM solution could use the PAS approach:

SUBJECT LINE: *Cut down on negative reviews*

EMAIL COPY: *Hi {first name},*

I noticed your company has some negative reviews about poor customer service.

It's incredibly frustrating to lose customers because of lost tickets, lack of tools, and disorganization in the support department.

{Product name} integrates all of your customer data into one centralized place, allowing you to easily track, manage, and measure customer interactions, no matter the channel.

Would you like to hear more about how {product name} can turn those negative reviews into loyal, satisfied customers?

{email signature}

The AIDA system

The "AIDA" (attention, interest, desire, action) approach relies on social proof, data, and intrigue.

You catch the prospect's attention with some hard numbers in the subject line, earn their interest with an intriguing proposition, make them desire your solution with more data and social proof, and then spur them to action with a CTA.

The AIDA approach works best on data-driven brands that are going to be extremely engaged by hard numbers. The more stats you can use to increase their interest and desire, the more likely they are to take action.

SUBJECT LINE: *Want to improve CSAT by {x%}?*

EMAIL COPY: *Hi {first name},*

What if a {product/service} could help you {solve a problem}?

In one year's time, we helped {company name} achieve a {x%} increase in sales after implementing {your product name}.

In addition to an increase in sales, {your product name} helped {company name} improve their overall workflow, increase efficiency, reduce response rate time, and improve customer satisfaction from {A% to B%}.

I'd love to talk to you about how {your product name} could help your company increase sales and improve workflow. Do you have time to connect this week?

{email signature}

The direct approach

Sometimes it pays to just get straight to business.

Try to immediately identify the pain point in a short opening line, and then dive into the concrete data that proves the efficacy of your solution.

This sort of no-nonsense approach can work wonders on busy executives with overstuffed inboxes. It gets right down to brass tacks, quickly answering, "What's in it for me?"

SUBJECT LINE: *Lower support costs by {x%} in under a year*

EMAIL COPY: *Hi {first name},*

Is your customer support system actually losing you money?

We've helped large companies like yours lower support costs by {x%} and improve overall sales by {xy%} in less than a year.

All we did was integrate their entire company-wide support system into one efficient, easy-to-manage workflow called {product/service name}.

It's quick and easy to set up and requires no onboarding at all. Do you have time this week to discuss how {product/service name} could boost your sales?

{email signature}

Painting a picture

Some people need more than just hard data to visualize how a solution could make their lives easier. Get their attention by waxing poetic about the way in which your product or service could provide them with a better, more productive life.

Cold emails work only if the product your pitching makes sense to the reader. Real-world examples can clarify the benefits and advantages of what you're offering.

SUBJECT LINE: *Imagine never losing another candidate*

EMAIL COPY: *Hi {first name},*

Nothing is more frustrating than losing a great candidate because you can't find their resume, interview history, or contact information.

Imagine a world where all of that information is organized in one simple, easy-to-find place. {Product/ service name} is that place.

Do you have time this week for a quick demo to see how it works?

{email signature}

Something useful

You don't always want to hit readers with the "hard sell" in a cold email. Sometimes, you're just trying to spark a relationship.

One of the best ways to do that is to share a useful or interesting resource. See what kind of content your prospect is sharing on social media, and find something similar that could prove to be a great conversation-starter.

Some prospects are more comfortable talking business with someone they know. This cold email template helps you establish a dialogue. It also opens the door for you to send additional resources, including your company's own blogs, white papers, and ebooks.

SUBJECT LINE: *{First name}, have you seen this article?*

EMAIL COPY: *Hi {first name},*

I stumbled upon a post you wrote on {social media site} about {topic or post}. I thought your points were spot-on!

{Insert main takeaways from the piece and how the points the recipient made about the piece were helpful.}

Did you see {article} by {name} on a similar topic?

{email signature}

Free-trial offer

Some of the best prospects are the ones you know are interested in your product or service. For example, if you find someone asking questions that pertain to your software solution on Quora or LinkedIn groups, you know they have some level of interest.

So why not let these prospects see for themselves how well your software works?

Of course, your company might not offer free trials. In that case, just ask the contact about setting up a demo time.

SUBJECT LINE: *{First name}, have you seen this article?*

EMAIL COPY: *Hi {first name},*

I noticed your question on {social media platform} about the best {type of software} and thought I would reach out.

Investing in the right software is important for startups like yours and requires {list out requirement criteria}.

{Your company} offers a free trial that gives insight into your current payment operations. Please let me know if you would like to give it a try!

Best regards,
{email signature}

Warm email templates

Not every prospect is a stranger. If you have a direct connection to a contact or have been referred to them by someone else, you can leverage that relationship to craft a more familiar prospecting email.

Direct connection
Mutual acquaintance

Direct connection

If you've already been introduced to a prospect—either at an event or on social media—you can reach out to them with a warm email. Be sure to send it ASAP, while the interaction is still relatively fresh in their mind.

Because the contact already knows who you are and who you represent, you don't have to waste time beating around the bush.

SUBJECT LINE: *Nice meeting you, {first name}*

EMAIL COPY: *Hi {first name},*

It was great chatting with you on {day}! Based on our conversation, I wanted to reach out and share a bit more information about {your company's} offerings and how we can help your company with {XYZ}.

Our platform is an excellent tool for startups like yours because of features like these:

Feature 1
Feature 2
Feature 3

Would you be available for a 15-minute call this week to discuss how we can help {prospect's company}?

Thank you,
{email signature}

Mutual acquaintance

If you haven't actually met the prospect, but they've been referred to you by someone in your network, you can still send a warm email. You'll just have to include a bit more introductory language and use the mutual connection to establish your bona fides.

SUBJECT LINE: *{Referral's name} suggested I contact you*

EMAIL COPY: *Hi {first name},*

{Referral's name} told me that you'd be the right person to talk to about {prospect's pain point}. I wanted to reach out and share some information with you about {your company's} offerings and how we can help your company with {XYZ}.

Our platform is an excellent tool for startups like yours because of features like these:
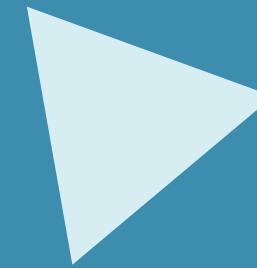
Feature 1
Feature 2
Feature 3

Would you be available for a 15-minute call this week to discuss how we can help {prospect's company}?

Thank you,
{email signature}

PART 2

Follow-up
emails

CHAMPIONS OF CUSTOMER SERVICE

zendesk

Follow-up emails

No matter how good you are at prospecting, you'll probably have to send more than one email to land a sale.

In fact, sales reps often have to send more than one email just to get a response. Outreach emails see a reply rate of just 8.5%—however, sending the same contact multiple emails leads to twice as many responses.

Follow-up emails are crucial for getting replies, building relationships, and successfully converting a lead into a customer.

There are several different scenarios that could call for follow-up emails. Whether you're still trying to start a conversation or you're finalizing the deal, there are templates for each stage of the sales journey.

Five tips for follow-up emails

BE PERSISTENT

Even if a prospect is unresponsive, you shouldn't give up too quickly—these things take time. Ambition.com was able to boost their cold email response rate from 1% to 12.6% by sending follow-ups. It can take as many as four follow-ups to get a prospect to reply.

DON'T BE A PEST

It may take multiple follow-up emails to close a deal, but you shouldn't send them all at once. Give prospects a reasonable amount of time to respond before nudging them with a follow-up email. And unless it's actually urgent, resist the urge to flag your email as "high priority," which can also come off as overly aggressive.

KEEP ADDING VALUE

We've all sent follow-up emails that feature some variation on "just checking in" or "just circling back." But if that's all you're communicating to a prospect, you're not adding any value with each successive email. Instead, try to also share social proof, an interesting article or resource, or another bit of useful information in your follow-ups. Doing so can make your emails less repetitive and your prospect more engaged.

FIND ORGANIC REASONS TO REACH OUT

You can also make follow-up emails feel a bit less perfunctory if you have a good excuse for messaging the prospect—for example, congratulating a prospect when they are promoted or their company announces big news. You could also comment on something they shared recently.

AUTOMATE EMAIL SEQUENCES

Email sequences are a series of emails that are sent to a prospect over a predetermined period of time. CRMs like Zendesk Sell allow you to easily automate these sorts of campaigns, so that a prospect will keep receiving the sequence's messages until they reply. Once the prospect responds, the series automatically ends.

No-response templates

If a contact doesn't respond to your initial prospecting email, take another stab at capturing their attention.

Resource roundup
Wrong address?

Resource roundup

If a contact doesn't respond to your initial prospecting email, take another stab at capturing their attention.

Providing targeted articles or answers to common industry questions can position you as a helpful contact. If the prospect responds to thank you or express interest, you can finally establish rapport.

SUBJECT LINE: *{X} blog posts about {pain point}*

EMAIL COPY:

Hi {first name},

I wanted to share these blog posts that I believe would be really helpful for {pain point}.

Resource 1
Resource 2
Resource 3
Resource 4

If you have a minute to check these posts out, I think the info gives great direction on {topics listed in the blog posts}. Let me know what you think.

Best regards,
{email signature}

Wrong address?

It's possible that a prospect isn't responding because they're not the right point of contact. Send a follow-up that attempts to clarify the issue.

Ideally, this follow-up email will get the recipient to introduce you to the right point of contact. Or, if you had the correct email address all along, this follow-up may be the reminder they need to reply to you.

SUBJECT LINE: *Hoping you can set me straight*

EMAIL COPY:
Hi {first name},

I sent you an email recently about {product or service}, but it later occurred to me that I could be barking up the wrong tree.

My company provides {product or service}, which I think could be perfect for your company.

Are you the best person to speak to about this? If not, could you put me in touch with the relevant decision-maker?

Thank you for your time.

{email signature}

Trigger-event templates

A trigger event is any action that indicates a prospect is considering your product or service. That could be something as significant as signing up for a free trial or as small as opening the last email you sent.

When trigger events occur, it's best to send a follow-up email that offers something of value to the recipient.

Free-trial follow-up
Email-open follow-up

Free-trial follow-up

When someone signs up for a free trial, that should trigger an automatic response email. Just send a short message that shares a little extra information about using your product or service.

Be sure that the resources you share are really valuable. You want to be sure that prospects are getting the most out of your product or service.

SUBJECT LINE: *Looking for more information?*

EMAIL COPY:

Hi {first name},

I noticed that you signed up for our free trial. I have some resources that are great for getting started with {product or service}:

Resource 1
Resource 2
Resource 3

Please let me know if you have any questions or can't find a certain feature. I'd be happy to help!

Best,
{email signature}

Email-open follow-up

If you see that a prospect has opened (but not responded to) a prior email you sent, try to pique their curiosity a bit more with a follow-up email that addresses an industry pain point.

Following up immediately after a trigger event is a great way to jump-start a conversation with a prospect. Just be sure to offer valuable information or helpful tips that will prove useful.

SUBJECT LINE: *{contact name} <> {sender's company name}*

EMAIL COPY: *Hi {first name},*

I hope all is well. I wanted to take a moment to talk about a big problem facing your industry and how I can help you with {pain point}.

Would you like me to set aside some time to answer any questions you have? Would Monday or Tuesday work for you?

{email signature}

Post-call templates

If a prospect agrees to a call or product demo, make sure that during your interaction you find a reason to follow-up with them later and continue the conversation.

For example, if they ask about a certain product feature, give a quick answer, and promise to provide additional information via email. That way, you have a good excuse to keep up the correspondence.

Additional info follow-up
Post-conversation follow-up

Additional info follow-up

If you promised a prospect more details on a feature that interested them, make sure they have all the information they need about it.

Giving a prospect more details about your product or service is much better than a "just checking in" email that provides no new value.

SUBJECT LINE:

Here is more info on {specific feature}

EMAIL COPY:

Hi {first name},

I enjoyed our conversation earlier. I am excited about the possibility of working with {contact's company} and assisting with {pain point}.

As promised, attached is additional information about {specific feature}. Please let me know if you have any questions by replying to this email or giving me a call at {sender's number}.

Best,
{email signature}

Post-conversation follow-up

Even if your prospect didn't ask for any additional info, it's still important to follow up after your first meeting. Assuming the interaction went well, try to maintain that positive energy as you express your gratitude, outline next steps, and provide a clear CTA.

You may not hear back from a prospect immediately after sending this type of follow-up email. If they don't respond after a while, try following up by phone instead. If you get sent to voicemail, send another follow-up email right away.

SUBJECT LINE: *I enjoyed speaking with you today!*

EMAIL COPY: *Hi {first name},*

Thanks so much for the call earlier today! I learned a lot about {contact's company}, and I think there's potential for us to help each other.

If you're interested, I can schedule a demo on {date, time}. Please let me know if you would like to move forward.

Best,
{email signature}

Post-pricing quote templates

After you've quoted the prospect your price, you may feel anxious about sending another follow-up email. After all, this is the make-it-or-break-it stage for any deal—and you really want to avoid the latter outcome.

Give them an appropriate amount of time to consider your offer. If you quoted them during a call, send the first follow-up email within 24 hours. If you sent the proposed price via email, wait a couple of days before sending another message. Don't rush through the closing, lest you come off as pushy or desperate.

Recap follow-up
Post-quote follow-up

Recap follow-up

If you discussed pricing verbally, it's a good idea to send the prospect a recap of your conversation. Be sure to remind them what they'd be missing out on if they end up walking away.

Be sure to highlight everything that your prospect stands to gain by becoming a customer—even if it means repeating things you've already discussed.

SUBJECT LINE: *Proposal recap*

EMAIL COPY: *Hi {first name},*

I'm following up to make sure you have my quote outlining the features and the price of our product/service. As a reminder, our software package would include:

Feature
Feature
Feature
Price

Do you have any questions?

I look forward to hearing from you!

{email signature}

Post-quote follow-up

While you're playing the waiting game, make sure that your prospect doesn't have any unanswered questions or hesitations about your product or service.

This follow-up email acts as a gentle nudge to a less-responsive prospect. It also gives you a chance to assuage any lingering concerns they may have.

SUBJECT LINE: *Any questions?*

EMAIL COPY: *Hi {first name},*

I wanted to follow up and check in on the quote I sent on {day}, which covered the features we can offer {contact's company} to help you improve {pain point}.

Can I answer any other questions?

I look forward to hearing from you!

{email signature}

Stalled conversation templates

Has a prospect gone silent? It's not necessarily the end of the deal.

It's possible they've simply missed your previous emails or are still weighing the pros and cons. Try sending a follow-up that reminds the prospect of your past emails and reiterates the benefits of your product or service.

Casual check-in
Urgent ultimatum

Casual check-in

Just because a prospect has suddenly stopped responding doesn't mean they're ghosting you. Send an email that can act as a sort of temperature check.

This follow-up email conveys your concern but isn't too pushy or peevish.

SUBJECT LINE: *Still interested?*

EMAIL COPY:
Hi {first name},

I haven't heard from you since I reached out on {date}. I wanted to reach out again and check your interest in our product and improving {pain point}.

Let me know if you have any concerns. I'd be more than happy to answer any questions.

Best,
{email signature}

Urgent ultimatum

If you've sent multiple follow-ups to no avail, you may have to force the issue. Try this template to create a sense of urgency.

The short, consequential subject should hopefully catch your prospect's attention. If they still don't respond, they may no longer be worth your time.

SUBJECT LINE: *Close your file?*

EMAIL COPY:

Hi {first name},

Unfortunately, my company is cleaning our sales pipeline. Since I haven't heard from you, I assume that you are no longer interested or don't have a need for {sender's company}.

If that is the case, is it OK to close your file? If you are still interested, {suggest next steps}?

I appreciate your help.

{email signature}

Post-sale templates

Even if you successfully land the deal, the conversation shouldn't necessarily end. Continuing with customer engagement emails can help you retain (and potentially upsell) a new client.

Welcome email
Resource email

Welcome email

After the deal has closed, send your new customer a welcome email that conveys your enthusiasm.

It's important to offer the customer your support and to let them know that you're still interested in maintaining a relationship, even though the sale has been made.

SUBJECT LINE: *Welcome to {sender's company}!*

EMAIL COPY: *Hi {first name},*

I'm so excited that your company is now using {product or service}! I've CC'd {Customer Success Name} on this email to help you with onboarding, but I'm still here to answer any questions or concerns you may have.

Here are a few resources to help you get oriented with our software:
Resource 1
Resource 2
Resource 3

Contact me anytime via email. We look forward to helping {customer's company} with {pain point}.

Best,
{email signature}

Resource email

Keep the customer engaged by periodically providing useful content that demonstrates how to get the most out of your product.

Use your CRM to follow customers' interactions with customer service so you have an idea of what they're struggling with. If needed, have marketing provide you with relevant content you can share.

These emails don't necessarily need to be about how to use your company's product or service. You can also pass along information that addresses the customer's industry needs, such as templates or checklists. Prove that you're committed to their success.

SUBJECT LINE: *X blog posts to assist with {customer problem}*

EMAIL COPY: *Hello {first name},*

Hope that you're doing well! My team member {Customer Success Name} was sharing that you've been having difficulty with {pain point}. In addition to the software help he provided, I wanted to share a few blog posts related to this topic that would be helpful for {customer company}.

Resource 1
Resource 2
Resource 3

Let me know if I can answer any questions about these resources or our product in general.

Best,
{email signature}

Reconnection templates

Even if you end up losing the deal, you may not have lost the prospect for good. If it's a big fish you came close to reeling in, don't give up just yet.

Follow the prospect on social media and through press releases, looking for a good opportunity to reconnect. If you see an opening, reach out again.

New feature
Competitor check-in

New feature

If your company debuts a new feature, you might try touting it to your long-lost prospect.

This template works best if the prospect showed a great deal of interest but couldn't commit in the end. Sweetening the pot might push them in the right direction.

SUBJECT LINE: *New feature to solve {XYZ}*

EMAIL COPY: *Hi {first name},*

It's been a while since we last chatted. How is everything going at {prospect's company}? Based on our last conversation about {topic}, I think {new feature} could really help with {pain point}.

I'd love to provide you with more details. Would you be available for a quick chat or demo this week?

Best regards,
{email signature}

Competitor check-in

If your prospect ended up going to one of your competitors, check back when their subscription is almost up. See if you can tempt them away from their current choice by providing new information.

It's important to maintain a friendly tone in these types of follow-up emails. You want to keep your relationship on good terms, just in case they're ever back in the market for your product or service.

SUBJECT LINE:

Can I help with {pain point}?

EMAIL COPY:

Hi {first name},

I wanted to reach out and ask how everything is going at {prospect's company}? How is your current {solution} working out for you?

We've recently added some new features to our software that I believe would be really helpful for {prospect pain point}. If you would be interested in a quick chat or demo this week, please let me know. And let me know if there are any other ways we can help {prospect's company}.

Best,
{email signature}

Optimize every aspect of the sales email process

Sales email templates need to be personalized to have the most impact. But when you're sending so many messages, how do you find the time to truly customize each one?

Zendesk Sell is a CRM that's custom-built for personalization and automation. Features like Zendesk Reach will generate new leads and enrich your existing contacts. Sell saves personalized email templates you can easily access whenever you reach out to a prospect. The software also allows you to set up email sequences that will continue emailing a contact until they respond.

And when you start a conversation in Sell, you have access to the person's entire contact history, allowing you to provide a truly customized experience. For example, if you see that the prospect once tested a free trial of your product, you can use that as a conversation starter in your email outreach.

With Sell, you can easily save your own motherlode of sales email templates and customize them for each contact. See what a difference it can make with a free trial.