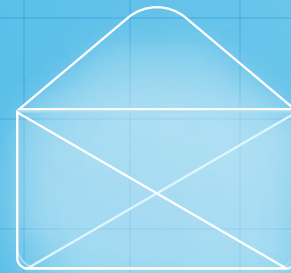
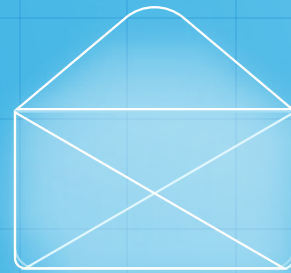
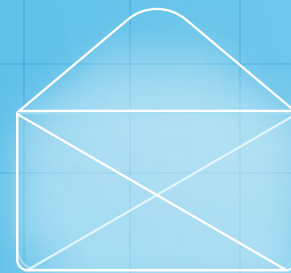


# 18 Proven Email Templates for Sales



Sales teams rely on email messaging to reach their prospects and clients in a non-intrusive way. But not all emails are created equal. A well-written email can be the difference between a lost opportunity and a closed-won deal.

Our analytics team ran data on thousands of emails across a variety of industries to find the ones that consistently stood out from the pack.

**In this free ebook, you'll find our proven winning templates for:**

- ✓ Cold Emails
- ✓ Follow-up Emails
- ✓ Engagement Emails

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**BONUS:** Winning Subject Line Tips and Examples

# Chapter 1

## The Anatomy of a Great Email



### Subject Line

Your subject line should be short (6 - 10 words), non-spammy, and professionally friendly. Don't treat this as an afterthought -- [47% of email users](#) decide whether or not to open an email based on the subject line alone.

### Opening Line

The opening line of your email should immediately make a connection with your readers. Remember that mobile users will likely see this first line in their inbox; make it count. Use this opportunity to build trust and gain credibility.

### The Pitch

Not every email will contain an actual sales pitch, but there should be a definitive purpose to your email. The Pitch is the body of the message, where you start talking about the real reason you reached out.

### The CTA

Every email needs a clear call to action. This makes it easy for your reader to do exactly what you hope they will -- click a link, download content, schedule a meeting, etc.

### The Signature

The signature is your last opportunity to deliver value and build trust with your reader. Instead of signing off with your name and number, consider adding links to your social media profiles or recent blog posts.

# Chapter 2

## Cold Email Templates

Few things conjure up anxiety the way cold outreach does.

Although cold emails are generally considered less intimidating than cold calls, they still get a bad reputation for being inherently spammy or not worthwhile.

The reality, though, is that cold emailing can be a very effective way to generate new leads. Some studies show that the best cold emails have reply rates as high as 44%. That's pretty outstanding when you consider the overall average open rate is only 18%.

**There are three keys to making cold email a heavy-hitter in your prospecting campaigns:**



**Identify  
Intent**



**Evaluate  
Fit**



**Personalize the  
Message**

### Identify Intent

A comprehensive buyer persona can help salespeople identify buying signals and determine readiness to receive outreach.

### Evaluate Fit

A lead-scoring process will help sales reps know which leads will be most receptive to a cold email.

### Personalize the Message

The email content needs to be valuable, relevant, and highly tailored to each recipient's unique buyer's journey.

The following cold email templates are proven winners based on our extensive data, generating above-average open and reply rates. Feel free to copy, paste, tweak, or combine any of the following.

Be sure to adapt the messaging to fit the needs of your own brand voice and the needs of your reader.

## Template #1: Value Offer

**Subject:**

A quick tip for **{!Prospect's problem}** (3 minute read)

Hi **{!First Name}**!

I saw your recent LinkedIn article about the ongoing delays in cargo shipping -- really timely (and well-written) and I appreciated your insights, especially **{!Specific point from article}**.

All of us here at **{!Company}** are really feeling the effects of this issue right now. A lot of the clients we work with have found success with **{!Free tip}**, which has helped **{!Outcome/benefit}**. In fact, one of our clients **{!Statistic/specific return}**.

Are you by chance free on Friday 11/19 at 11:00 to chat for 20 minutes about this? I'd love to understand a bit more about your understanding of the problem.

Let me know and I'll book you in,

**{!Your name}**

## Template #2: Congratulations

**Subject:**

Woah! Congrats, **{!First name}**

Hi **{!First Name}**!

I just read a very exciting announcement on **{!Company's}** LinkedIn profile -- **{!Company achievement}**! That's incredible news! I've been following you all for quite a while and the recognition is well-deserved.

I'm sure you're swamped with all the new business this is generating for you, but I'd love to borrow 20 minutes of your time to get your take on how **{!Product/service}** might **{!Outcome/benefit}**.

Can you squeeze me in on Friday 11/29 at 10:00am? Here's my calendar link in case that doesn't work -- feel free to book whatever works for you.

**{!Insert calendar link}**

Cheers to your success!

**{!Your name}**

## Template #3: Competitor's Weakness

**Subject:**

Are you having issues with **{!Competitor's weakness}**?

Hi **{!First name}**,

I'm reaching out because I've recently heard from several of **{!Competitor's}** clients that they're frustrated by **{!Competitor's weakness}**. I believe you work with **{!Competitor}** as well, so I wanted to check in and see if you were experiencing the same thing.

At **{!Your company}**, we've already helped several of those clients get up and running with **{!Outcome/benefit/solution to competitor's weakness}**. We also work with **{!Customer 1}**, **{!Customer 2}**, and **{!Customer 3}**, who have all had outstanding success with our **{!Product/feature}**. We're known for our stability, security, and reliability, and we're happy to help you pick up where you left off with **{!Competitor's product}**.

Are you available next week sometime to hear more about why **{!Customer 4}**, **{!Customer 5}**, and **{!Customer 6}** also recently switched from **{!Competitor}**? I should be able to cover the highlights in about 20 minutes. Here's my calendar link:

**{!Insert calendar link}**

Looking forward to it!

**{!Your name}**

## Template #4: Social Proof

**Subject:**

Jenny **{!Solution to pain point}** in **{!Time frame}**

Hi **{!First name}**,

I recently saw on **{!Social media profile}** that you might be looking for **{!Outcome of solution}**.

My company **[Your company]** specializes in helping other businesses **{!Result 1}** and **{!Result 2}**. You can read more about their experiences here:

- **[Case study 1]**
- **[Case study 2]**

I took a quick look at **{!Company's}** website and first glance tells me you'd be a similarly good fit for **{!Product or feature}**. I'd love to chat further about how we might be able to help -- here's my calendar link:

**[Insert calendar link]**

Should only take about 20 minutes. Looking forward to it.

Talk soon,

**[Your name]**

## Template #5: Personal Connection

**Subject:**

Are you a **{!College}** alum? Me too!

Hi **{!First name}**,

I connected with you recently on LinkedIn and saw that you went to **{!College}** -- me too! I miss **{!College town}** and especially **{!Restaurant or attraction}** so much. What brought you to **{!Prospect's current town}**?

Anyway, that little jog down memory lane prompted me to look further at your profile, and I actually came across a number of ways that **{!Product/service}** can help **{!Company}**. We've helped similar companies achieve **{!Statistic/outcome}**.

Are you the right person to talk to about this? If not, can you put me in touch?

Thanks! Go **{!Mascot}**!

**[Your name]**



## Template #6: Right to Business

**Subject:**

Wondering if we might be a good fit

---

Hi **{!First name}**,

Is your email tracking system creating more work and headaches for your team?

At Yesware, we've helped companies like **{!Company}** and **{!Company}** do **{!Result}** and **{!Result}**.

I took a quick look at your demographics, and I have a hunch you guys are in the same boat -- do you have 15 minutes to chat this week so I can explain how easy it is to onboard?

**[Insert calendar link]**

Looking forward to hearing from you,

**[Your name]**

# Email templates that live in your inbox

With **Yesware Templates**, you'll never write the same email twice. Create a template once, reuse it whenever you need. Add images, merge fields, links, and attachments. Track all opens and replies, so you always know what templates work best. You'll have a library of ready-to-go messaging for the entire sales cycle – accessible in your inbox.

Name ↓	Sends	Opens %	Reply %
<b>Call Confirmation - 1st Call / Discovery</b> ☆ <i>{!Account.Name} - Call Confirmation with Yesware</i> Hi {!FirstName} - I look forward to speaking with you at {!Time} today. The dial i...	163	90%	51%
<b>Call Confirmation - Pilot User Training</b> ☆ <i>{!Account.Name} - Call Confirmation with Yesware</i> Hi {!FirstName} - I look forward to speaking with you at {!Time} today. The dial i...	9	89%	56%
<b>Call Confirmation - Product Demo</b> ☆ <i>{!Account.Name} - Call Confirmation with Yesware</i> Hi {!FirstName} - I look forward to speaking with you at {!Time} today. The dial i...	85	88%	49%

[Learn more](#)

[www.yesware.com](http://www.yesware.com)

## Chapter 3

# Follow-Up Email Templates

Consider the follow-up your secret sales weapon: although 48% of salespeople don't follow up at all, 80% of deals are closed after a whopping five follow-up attempts.

This means that you can corner the market with a well-written follow-up email.

Copy and paste any of the templates below to follow up with prospects.

### Sales Follow-Up Statistics

- ✓ The most successful cadence based on replies is six touches in the span of roughly three weeks.
- ✓ You should spread your follow-ups out by roughly three to four days.
- ✓ The best time to send an email based on reply rates is 1 PM.
- ✓ The second-best time to send an email is 11 AM.

## Template #7: Nice to Meet You

**Subject:**

Great to meet you, **{!First name}!**

Hi **{!First name}**,

It was so nice meeting you on **{!Day}** at the **{!Event/occasion where you met}**. I'm still thinking about **{!Discussion topic}** -- I can't believe **{!Interesting conversation tidbit}**!

I'd love to hear more about your role as **{!Job title}** at **{!Company}**, as **{!Reason you're interested}**.

I'm actually relatively free for the rest of the week -- want to book in for 20 minutes so we can chat further? Here's my calendar link:

**[Insert calendar link]**

Looking forward to speaking further,

**[Your name]**

## Template #8: Just Left a Voicemail

**Subject:**

Hi **{!First name}**, I just left a message

---

Hi **{!First name}**,

I just left a message on your cell, but figured I'd reach out here in case it's more convenient.

I'm reaching out because your LinkedIn profile made me think **{!Point of alignment between their company and yours}**.

We're **{ !Company pitch with specific value to them -- include stats and customer names}**.

On that note, one quick suggestion: **{!Free value point}**.

Give me a call back (or just reply here) -- I'd love to hear more about your needs. I'll try you again in a couple of days if I don't hear from you.

Talk soon,

**[Your name]**

## Template #9: After a Meeting

**Subject:**

Thanks for your time today!

Hi **{!Name}**,

Great meeting with you today. I'm still thinking about **{!Fun fact or conversation topic shared between you}**. Looking forward to our next chat on **{!Agreed upon time}**.

Just wanted to put together a quick recap from our conversation today -- can you confirm that I've accurately covered the important parts? Please add or correct anything I've missed.

Your top three priorities/goals:

- **{!Priority 1}**
- **{!Priority 2}**
- **{!Priority 3}**

How [Company name] will meet those needs:

- **{!Benefit 1 and outcome}**
- **{!Benefit 2 and outcome}**
- **{!Benefit 3 and outcome}**

Next steps and people responsible:

- **{!Action 1 + date} - {!Person 1}**
- **{!Action 2 + date} - {!Person 2}**
- **{!Action 3 + date} - {!Person 3}**

Looking forward to your reply.

**[Your name]**

## Template #10: Previous Email Opened but No Reply

**Subject:**

Re: My last email

---

Hi **{!First name}**,

Just wanted to ping you in case my last email got lost in the shuffle -- did you have a chance to look at the case studies I sent over on Friday?

- **{!Customer 1}** achieved **{!Outcome 1 and statistic 1}**
- **{!Customer 2}** achieved **{!Outcome 2 and statistic 2}**
- **{!Customer 3}** achieved **{!Outcome 3 and statistic 3}**

I know they're relevant to **{!Specific pain point}**, as we discussed, so I'm relinking them here...

- **[Link 1]**
- **[Link 2]**
- **[Link 3]**

Let me know your thoughts when you have a chance to read. I'll follow up in a couple of days.

**[Your name]**

## Template #11: Inbound Lead

**Subject:**

Hi **{!First name}**, what did you think of our **{!Content}**?

Hi **{!First name}**,

I noticed you downloaded our **{!Content}** -- yay! I hope you found some value inside.

**{!Question triggering pain point}**? Unfortunately, we're finding that it's a reality in **{!Their field}** today, and also the reason why **{!Your company does what it does}**.

I would love to chat further about **{!One way your company differentiates itself}**. Our other customers (**{!Customer 1}** and **{!Customer 2}**, to name a couple) have seen **{!Outcome 1 and statistic}**, and **{!Outcome 2 and statistic}**.

Do you have 20 minutes to chat on **{!Date}**? Here's my calendar link -- please feel free to book what works for you.

Looking forward to it.

**[Your name]**

## Template #12: After Not Hearing Back

**Subject:**

Correct Person?

Hi **{!First name}**,

Just following up on my previous message -- am I reaching the right person here? I didn't get a response to my earlier email.

Here's my calendar if you think it makes sense to talk.

**[Insert calendar link]**

Or, if I'm contacting the wrong person, can you point me in the direction of someone who can help?

Thanks,


**[Your name]**

# Automate your follow up

With Yesware Campaigns, automate follow-up emails to go out when prospects don't respond to your first outreach. Set custom times and cadence for each touch with highly personalized messaging – Right from your Gmail or Outlook inbox.

After 2 business days, if there is no connection, start Touch 2.

Friday, April 02, 2021 ⓘ

Compose Touch 2 *Automated Email 2* 

COMPOSE    PREVIEW & PERSONALIZE

Touch Type

Automated Email     Manual Email     Phone Call     Custom Task     Connect on Sales Navigator     InMail on Sales Navigator

Subject

Re:

Default Font ▾    Default Size ▾    **B**    *I*    U

[Learn more](#)

[www.yesware.com](http://www.yesware.com)



# Chapter 4

## Engagement Email Templates

Most leads are not ready to buy immediately after contact; 63% of leads who request information from your company will not be ready to buy for at least three months. A full 20% will not be ready to buy for an entire year.

For these groups, engagement emails are critically important. These messages nurture the relationship with the client and build trust in a non-pressuring way. They give the salesperson an opportunity to provide value and prove that they're truly invested in solving the prospect's problem.

Copy and paste one of the templates below (with tweaks as needed) to nurture your not-quite-ready prospects until they sign the dotted line.

### Template #13: Making Connections

**Subject:**

A couple of questions

Hi **{!First name}**,

If you remember, last week I sent you an article from **{!Source}** about **{!Topic}** because it reminded me a bit about your situation.

This morning, I woke up to see exciting news on my LinkedIn feed -- congrats to you and **{!Company}** on this huge achievement! Your hard work has really paid off.

In looking over the materials you posted, I hope you don't mind if I ask a couple of questions:

- 1. {!A genuine and non-self-serving question about the recent news or publication}**
- 2. {!A question about a potential intersection between the news and your product}**

I ask because my company is actually known for **{!X}** and **{!Y}**, and I'm always looking for new and progressive ways to implement our solution. I thought you might have some good ideas to share.

Looking forward to your thoughts,

**[Your name]**

## Template #14: Questions to the Prospect

**Subject:**

A couple of questions

Hi **{!First Name}**,

I have to admit, **{!Company}** keeps popping into my head. Your big news last week made quite an impression on me and has sparked a lot of conversation at **[Your company]**.

I ran across this article this morning **[link]** about **{!Relevant topic regarding company's big news}** and I thought you'd be a good person to ask -- is this author saying **{!Question about how the article impacts prospects company}**? Am I reading this right?

Let me know your thoughts.

**[Your name]**

## Template #15: Make an Introduction

**Subject:**

Do you know **{!High-value contact}**? She might be able to help you.

Hi **{!Name}**,

**{!Company name}** came up in a meeting today, and it got me wondering if you know **{!High-value contact}**?

She's the **{!Position}** at **{!Potential prospect/related company}**. There are a lot of similarities between her organization and yours, and she's skilled at **{!Relevant skill or experience}**. I thought you might be able to provide value to one another.

Want me to make an introduction? No pressure, of course, but she's helped a number of my other clients **{!Outcome}**.

Let me know. Always happy to help.

**[Your name]**

## Template #16: In-Person Meeting

**Subject:**

Will you be in **{!City}** on **{!Date}**?

Hi **{!Name}**,

I hope you're doing well! I saw you connected with **{!Mutual contact}** recently on LinkedIn -- small world! I know her from **{!Relevant connection}**. How did you two connect?

Anyway, I just learned I'm going to be in **{!Prospect's city}** on **{!Date}** -- any chance you're available for an hour or so? I'm flexible. I'd love to catch up about your **{!Recent announcement}**. Let me know.

**[Your name]**

## Template #17: Relevant Content

**Subject:**

**[X]** Blog posts to help with **{!Pain point}**

Hi **{!First Name}**,

My coworker Alex mentioned to me that your team is having some challenges with **{!Pain point}**. I dug up a few blog posts that I thought might help.

- **[Link to blog post 1]**
- **[Link to blog post 2]**
- **[Link to blog post 3]**

I'd love to hear your thoughts once you have a chance to read. Let me know if you have any questions.

**[Your name]**

## Template #18: Next Steps

**Subject:**

Next steps for **[!Company]** + **[Your company]**?

---

Hi **[!First Name]**,

Just wanted to take a minute and check-in on how your experience has been with the **[Your company]** brand so far. I'm always available if you have any questions, or want to talk through potential use cases.

Would love to talk about next steps when you're ready -- want to find a 15-minute slot next week?

**[Insert calendar link]**

Talk soon!

**[Your name]**

# BONUS

## Winning Subject Line Tips & Examples



### Ask Questions

ex. Are you ready to chat, **{!First Name}**?



### Generate Curiosity

ex. The answer is right in front of you



### Address Pain Points

ex. How long do you spend on **{!Pain point}**?



### Include Numbers

ex. **{X}** ways to increase your sales in a week



### Provide Value

ex. Our winning strategy for **{!Desired outcome}**



### Generate FOMO

ex. **{X}** things you don't know about **{!Topic relevant to pain point}**



### Use Social Proof

ex. **{!Company}** increased sales by **{X}** in **{!Time period}** with **{!Product}**



Interested to learn more?

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