

Cold Email Templates



These templates are a great starting point to send cold emails to your leads. But remember that cold emails are most effective when they are personalized to recipients. When you take the time to learn about your prospects and personalize your emails, you will see better results.

1. Personalizing emails to decision makers

Hi *{recipient name}*,

I am reaching out to you because being the *{recipient's current role}*, I was certain you would know more about the current process in place at your company for *{which department}*.

Like we've helped *{your existing customer}*, I felt you might be interested in improving your *{the biggest challenge for the prospect}*.

I did a fair amount of research on your company's *{current system}* and I'm sharing a few of my thoughts here which could help you save *{the benefit your product offers}*:

<*screenshot of their web page*>

1. I noticed that *{state the current problem and how it can be better}*.
2. *{state the current problem and how it can be better}*

I'd love to share a few more ideas with you and spend more time in understanding your current process.

{recipient name}, could we spend 15 mins this week to chat about this?

2. Reaching out to your competitors' customers

Hi *{recipient's name}*,

Firstly, let me state that as the *{designation of the recipient}* of *{company's name}*, you must be getting a bunch of emails and deleting most of them just as I do.

The primary reason I am reaching out to you is to discuss your *{your competitor name}* environment. I assist organizations transition over from *{your competitor's name}* to *{your company name}* with *{what benefit do they gain}*.

We have added over *{the number of customers}* with a healthy percentage being known, trusted *{their industry sector}*.

I believe I could be of value to your business and would love to work with you. Are you available for a 15 minutes meeting on Friday?

3. Building credibility with social proof

Hi *{recipient's name}*,

My name is *{salesperson's name}* and I am the *{designation}* for *{your company name}* in the *{region of the prospect}*. *{a sentence about what your company does}*

{customer 1, 2, 3} have all moved to *{your product}* in Q3 to help with:

1. *{benefit 1}*
2. *{benefit 2}*
3. *{benefit 3}*

And much more

I would love to get on a short call with you for a quick review of your current systems and how we can help.

4. Reconnecting with warm leads

Hi *{recipient name}*,

I hope you are doing great! It's been a while since we were in touch.

{recipient's company name} had trialed with *{your product name}* for their *{what function did they use the product for}* in the past. I would love to reconnect with you and your team to better understand why you had moved away from the same.

We have made some market breaking innovations since you had signed up and partnered with some big names like *{customer 1}* and *{customer 2}* too. Let's have a quick chat sometime next week, *{recipient's name}*?

I would be more than happy to show you those innovations, Monday (January 16th) at 10:00 am sounds good for you?

5. Sharing helpful resources

Hi *{recipient name}*,

{congratulate them on their recent success}

I work with *{your company name}*. I would love to connect with your *{person in charge of implementing the service you are selling}* to understand your current processes and suggest how *{your product name}* can add value to *{recipient's company name}*.

I am listing a few features below that might interest you,

1. *{resource 1}*
2. *{resource 2}*
3. *{resource 3}*

I will be looking forward to hearing from you, thanks in advance.

6. Information about the changing industry trend

Hi *{recipient name}*,

As the *{title of the recipient}* I thought you might find this stat interesting.

{add a recent study about the recipient's industry}

With this rapid growth in *{recipient's industry}*, I've had the opportunity to work with companies like *{customer 1}* and *{customer 2}* in the *{region of the recipient}* by improving their *{the result of using your product}* with *{your product name}*.

{recipient name}, it would be great if we can get on a short 10-minute call on Friday at 2:00 pm?

7. Generic email

Hi *{recipient name}*,

Does *{recipient's company name}* have an effective *{product domain}* strategy for this quarter?

I work with *{the recipient's company vertical}* across *{recipient's region}* to implement *{product domain}* strategies across the organization to utilize a more automated, efficient and user-friendly *{department which uses your product}*.

We've helped organizations like the *{customer 1}*, *{customer 2}*, *{customer 3}*, and *{customer 4}* consolidate tools (*{the features you have to offer}*) to improve *{the benefit of your product for the organization}*.

Do you have 5-10 minutes this week for a brief call to determine if it makes sense to talk further?

(P.S.- Here is a testimony of how we are helping *{customer 5}*)