How to Create an Effective Cold Outreach Campaign

In this guide, we'll discuss the process of creating and scheduling your cold outreach campaign.

The first thing to remember is that there's no such thing as a successful cold email.

In reality, it's a number of strategically launched follow-up emails that do the trick.

Also, your outreach has to be diversified in order to be effective - it's crucial to reach out to your prospect on different channels.

So, let's start from the beginning and cover the anatomy of a well planned and executed cold outreach strategy.

Crafting and Polishing a Compelling Subject Line

Life is about the little things that make a big difference.

The same can be applied to email marketing.

Those couple of little words that make up a subject line are major factors when it comes to whether your recipient will make an effort and open your message or hit the spam button.

Sure, the email body has to strike the right chord with your audience too, but its quality won't be of much help if your subject line, that is the first thing your recipients see, is crappy.

In other words, your subject line needs to be distinctive and catch the eye of your recipients.

Here are a few tips to help you formulate irresistible subject lines that your prospects won't be able to ignore.

1. Personalize

Your email subject lines are no different, and they need to be highly personalized.
While your crm will take care of using your prospects' personal information from your

database and include their name, company, city and other details, what you can do is use pronouns such as you and yours.

However, going beyond that first level of personalization is desirable, so it’s a good idea to offer your prospects deals on products they viewed but didn’t purchase, products similar to the ones they already purchased, or remind them about promotions in their area.

All this can be incorporated in your subject lines:

- Peter, you left items in your shopping cart
- Hey, you’re gonna love these iPhone cases
- Where to eat the best burgers in Boston

To cut the long story short, emails with personalized subject lines are 22.2% more likely to be opened.

2. Be Concise

3 in 5 people check their email on a mobile device, according to the latest surveys. This means that an elaborate subject line that doesn’t fit into a smartphone screen in its entirety.

Research has shown that subject lines that aren’t longer than 10 characters scored a 58% open rate.

Of course, it’s not always possible to condense your message into 10 characters, but you get the point. If your subject lines are longer than 50 characters, there’s a greater chance that you’ll be cut off, as on many mobile devices they won’t be properly displayed.

Tips for producing great content is a perfect example of a short and straightforward email subject line which spells out exactly what the recipient can expect to find if they open the email.

3. Use Numbers

When it comes to numbers in your subject lines, there’s a general rule that they can increase open rates.

7 top skills of a content writer

5 tips for producing great content

You get the picture.

4. Ask Questions

If you manage to naturally incorporate a question that will serve as a good introduction to your email, make sure to do so.

Such a linguistic structure tends to seem like a dialogue and it's more likely to sound appealing.

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When we're talking about question marks, it's worth noting that other punctuation symbols can be useful, but you need to be careful with them.

Exclamation marks have been so extensively used that they lost their edge. This doesn't mean that you can't use them, but don't exaggerate, and stick to one per subject line, as using more than one will look like you're yelling at your prospect.

Emojis can be very efficient additions to your email subject lines, that's for sure. Even businesspeople positively respond to an occasional emoji in a professional email. But, if you get carried away will make your subject lines a bit too cartoonish and spammy.

5. Avoid Superlatives

It's ok that you want to convince your prospect that your product or service is of superior quality, but you'll admit that using phrases such as "the best", "the most incredible", or "absolutely amazing" sounds a bit like you're blowing your own horn.

Prospects don't like flashy language, bragging, and exaggerating, so try not to oversell yourself.

6. Use Your Real Name and Address

This is crucial for maintaining a high open-rate.

People don't like it when they're receiving automated emails, as they remind them of spam.

[Your Product] allows you to set up your own personal address, which means that your prospects will receive emails with your address and name next to subject lines.

Needless to say, an actual email address is much more credible and trustworthy than the generic “no-reply” phrase.

7. Never Resort to a Fake Reply

Tricking your prospects into opening your emails by inserting an artificial Re: in your subject lines isn’t a good idea, because, you know, they’ll eventually find out (one minute later) and you’ll come off as a deceitful spammer.

Fwd: is a similar abbreviation that you should use only when you’re really forwarding a relevant mail.

Don’t ambush your prospects and set traps, because they’ll click on the unsubscribe button.

8. Be Careful About Controversial Subject Lines

While controversial or shocking subject lines might appeal to certain audiences, you should use them extremely carefully because this practice is like treading on thin ice.
It can’t be denied that these subject lines will boost your open rates, but in many cases, they can alienate your prospects. Insulting or vulgar references are an absolute no-no in business emails, but younger audiences get a kick out of such humor.

Nevertheless, you should REALLY know your audience and understand their mentality if you’re toying with the idea of surprising them with some saucy or racy jokes in subject emails.

But bear in mind, that no matter how popular they can make your email campaign, you’ll most certainly step on somebody’s toes and lose a few customers in the process.
These are some general tips to bear in mind when crafting your subject lines.

Now, let’s talk about practical examples and mention some really effective networking subject lines.

How to Create Networking Subject Lines (With Examples)

Networking starts with the desire to build relationships in order to enhance your knowledge, expand your sphere of influence, advance in your career or business, or become the next sales superstar .

It’s about establishing a mutually beneficial relationship with other business people and potential clients.

Research has concluded that eighty percent of professionals consider networking important to career success.

Besides face-to-face communication, email is still one of the best networking channels. The problem here is that most people are just getting too many irrelevant emails on a daily basis. You need to find a way to be genuine and stand out from that inbox clutter. That's precisely why we came up with these great icebreaking networking email subject lines that will get you one step closer to those desired responses.

General Email Subject Lines for Networking

First, here are 10 simple but effective email subject lines you can use on any occasion:
➔ Saying hello + a quick question about [TOPIC]
➔ Hey, [NAME], let me introduce myself
➔ About your work
➔ My opinion on [TOPIC], let me know what you think
➔ Looking to learn more about [TOPIC]

➔ Hi, [NAME], I think you'll find this interesting
➔ [NAME], can you please help me with [TOPIC]
➔ I have some great info about [TOPIC]
➔ Hi, [NAME], this is [YOUR NAME]
➔ [NAME], let's collaborate

Introducing Yourself to an Industry Expert

When reaching out to a well-known authority figure in your industry it's best not to go too wild with your subject line.

Remember, someone who is an established expert won't be impressed nor has the time for witty humor or approach that can be interpreted as disrespectful.

So, best to be humble and quick to the point. Also, remember to be polite. Even being overly polite can't hurt.

Here are some examples for introducing yourself to an expert for networking purposes:
➔ Big fan of your work asking for quick advice
➔ I've been following your work for a long time. Let me briefly introduce myself
➔ Hello, Mr.|Mrs. [NAME]. I've learned so much following your work

➔ From one [OCCUPATION] to another
➔ Looking to swap ideas with a fellow [OCCUPATION]
➔ I noticed that you know a lot about [TOPIC]

Introducing Yourself to an Influencer

Influencers can also be seen as the authority figures in their specific niche or industry.

Depending on the field in which they are best known, you can consider approaching them with more flexibility and friendliness in your email subject line.

There's also probably a lot of information about them online which you can use to grab their attention.

Try finding something interesting in their work or life (no creepy stuff) to use in your subject line.

After all, influencers are often treated as celebrities in their own community so, showing them that you follow their work and social media presence can be perceived as flattering.

Bear in mind that you should always mention their name in the subject line, and also don't be afraid to sprinkle a couple of emojis here and there if appropriate. That will definitely make your email subject line pop.

Here are some examples for grabbing influencer's attention:
● Hey [NAME] 🙋 ♂ . I would love to hear your opinion on [ENTER TOPIC]
● Hi [NAME], let's collaborate on this great project
● Your latest work is awesome, [NAME]! Let me pick your brain 🤓
● Inspired by your post on [SOCIAL MEDIA]

Introducing Yourself to Someone Referred By a Mutual Contact

The key here is to always mention the name of the mutual acquaintance who referred you to the person you're contacting.

That's the attention-grabber and your best chance of getting your email opened.

These few examples can point you the right direction:
➔ Hi [NAME], [MUTUAL CONTACT NAME] friend here. We've met the other day
➔ Referred by [MUTUAL CONTACT NAME] to discuss [TOPIC]
➔ Hi, it's [YOUR NAME]. [MUTUAL CONTACT NAME] introduced us at that event.

➔ [MUTUAL CONTACT NAME] told me you know a lot about [TOPIC]. Hope we can discuss it sometimes

Introducing Yourself to Someone Who Shared an Article or an Opinion Online

You may have read a piece online that really inspired you and got you thinking.

Or you've read something and wished to challenge that author's opinion with some constructive criticism or dialog.

Don't be afraid to make the subject lines a bit longer to incorporate the details about the thing you're contacting them about.

So, how to approach someone for praise or a grumble? Check out the following subject line examples:

➔ I have just read your article on [PUBLICATION], and I have a few questions about it

➔ [NAME], I really found your piece inspiring – would like to discuss the topic further

➔ I have some different insights on the topic you recently covered

➔ Just read your opinion on [TOPIC]. Wow!

Following Up After an Earlier Contact With Someone

A follow-up email should be sent after an important call, meetup, or networking event. If you wish to stay in contact, collaborate on some project or do business with the person in question, it's important to let them know.

The best time for your first follow up is two or three days after the initial contact or event.

Make your subject line quite descriptive.

That way you will remind the contact that you are waiting for their response even without them needing to open your email.

So, let's see some examples for following up after a call, meetup, or networking event.

Email Subject Line When Following Up After a Phone Call

Let the person you are emailing know that you enjoyed the call you shared and that you are waiting for their answer or thoughts on the subject you discussed.

It can be something along the lines of:

➔ Hi, [NAME], just following up to the call we had on [DAY]
➔ [NAME], did you have the time to think about our call from the other day?
➔ Great talking to you on the phone, please let me know when free for more
Networking

Email Subject Line When Following Up After a Meetup

Depending on the form of the meetup and the time spent communicating with your contact prior to emailing them, you can go either casual or polite with your follow-up email subject line:

➔ It was an honor talking to you in that meetup, [NAME]
➔ Just thinking about what you told me during that meetup. Care to discuss it further?
➔ Hey, [NAME], I enjoyed our talk so much. Ping me when free to talk some more

Subject Line For a Follow-up Email After a Networking Event

Networking events can be stressful, especially if you don't attend them often.

But the more people you talk to, the more opportunities you'll have to further your career or business. After the event, you'll naturally want to stay in contact with the people whose ideas you liked.

Because you have already met, you can go with a simpler email subject line, similar to these examples:
➔ HI, [NAME], great chatting with you at that event
➔ You have such extensive experience about [TOPIC], would love to hear more
➔ Hi, it's [YOUR NAME]. Let's continue our discussion further

All in all, your main goal here is to get the conversation going by making sure your emails get opened. You can do this by adapting email subject lines to persons you are contacting and making them sound relevant and important.

Just keep this in mind when coming up with your email subject lines or use one of our examples, and you will undoubtedly have more success in networking.

How to Come Up With Effective Email Copy

It's crucial to know how to produce the copy which can bring the best results – that is, attract, engage and finally convert your prospects.

Writing a compelling copy that will tell a story and draw your prospects into this whole narrative is essential.

Again, understanding your target audience is a must because you have to know how to address them and what tone to use.

Let’s examine some of the characteristics of a successful pitch.

Value Over Features

Make sure to explain your recipients the benefits they’ll get by taking the action you proposed.

This benefit should address your prospects’ crucial pain points in an easy-to-understand way so that it can boost their motivation to follow the action through.

In a nutshell, the email copy should give an answer to your recipients’ question “what’s in it for me?”

Many companies make the mistake of trying to impress their potential customers by stating the amazing features of their products and services in the first email.

This doesn’t work because the first thing that your prospects will see when they open your email is you bragging about how good your product is.

You have to go the other way around and this means starting with the value they get if they select your product.

Basically, you need to describe your products through the benefits it offers to your prospects.

Perseverance and persistence are top qualities in a salesperson.

Being a quitter is out of the question.

You didn’t get a reply? Try again!

A prospect said no? Ask again!

Your campaign is finished? Start it over!

This means that the tools you use need to be equally effective to support this endless prospecting effort you put in on a daily basis.

This week we have some big-time news for you: [Your Product] got a major upgrade and some pretty cool functionalities that will transform the way you run your campaigns.

Do we have your attention?

The first three questions some of our audience's critical issues, and insinuate that a solution can be found if they read on.

But, we wanted additionally intrigue them and get them to read our blog post which lists all the features of our product but from a perspective of how they will benefit our potential customers – we practically gave the answer to the first three questions of the newsletter.

Make a Difference

At the same time, you need to make your prospects sure that they won't get such a benefit from anyone else, including your competitors.

So, if it is a sale you are focusing on, you have to make a difference either by the price, a discount, or the special feature you're offering.

If it is an excellent blog post you want them to see, be sure they understand the way they'll benefit by reading it – they'll never use spam triggers in their emails again if they learn how to use the new feature of your software, for example.

Here's a sample of our copy:

When we enriched our B2B-lead database, we wanted our recipients to know that they can have access to almost 30 million of clean and verified leads, which is an extra feature that our competitors don't offer, we sent them the following message:

28 million – that's the number of impeccably clean and verified B2B leads living in [Your Product].

Sign up for our special DataUnlimited Webinar and John Doe, our CEO, will show you what it means for your business to have access to clean data. Click here to save your seat for this Thursday, April 4th at 1:30 PM EST.

P.S. What got you interested in sales? Hit reply and let me know. Thanks!

Know and Understand Your Prospects

To be able to address your prospects' pain points and stress the benefits they'll get, you need to have a clear idea about who the people you're writing to actually are.

This means you need to know quite a few things about them, such as:
➔ demographics: age, gender, location, employment status, seniority level, position in the company, etc.
➔ behavioral patterns: habits, interests, activities, values, goals, motivation, how often they buy from you, etc.

You can analyze the data you already have on your existing customers, and use resources such as social media channels to gather data on your prospective clients. You can then use this data to create your buyer persona, and even several of them, if you want.

It is much easier to write an impactful email to a concrete person then it is to an abstract audience, as the message you are trying to send is going to be more direct and relevant to your prospects.

Also, be sure your email speaks in the way your prospects do, so unless you are into quantum mechanics, stay away from technical terms or academic writing and don't make your emails sound like rocket science manuals.

Offer a Solution

Once you know your customers' pain points and challenges, not only can you show them the benefits they'll get by clicking on your CTA, but you can also paint them a picture of how their life is going to change in a positive way.

Something like this:

Mark , as you know it's extremely important to be on the same page with your prospects, but don't forget that being in the same time zone also matters!
Our new feature allows you to pick a time zone ⏰ for your campaign and override the concept and limitations of time.

As of now, you can schedule your campaigns to reach your prospects at their separate time zones, so that they can get your message at the right moment instead of somewhere in the dead of night. So, your emails won't be buried under a pile of other messages.

Make It About Your Prospects

It can’t be stressed enough that the email you send should be about your customer, and not your company, service or product.

So, try to use different wording when you are talking about benefits, differentiators, and features of your products or services.

A good tip is to use the second person when you’re talking to your prospects, as “ you ” will make it easier for you to shit a focus on your customer, and not your company or its offer.

This is another example of how we do that:

John, meet [Your Product] + Calendly! Just released! A brand NEW integration.
This unique integration will allow you to insert your Calendly link inside the [Your Product] Campaign. Also, we will automatically remove every contact that books an appointment with you from a sequence.

And that’s not all!

You can learn how teams at [Your Product] and Calendly book demos while they Zzz and how you can implement this process in your organization. Save your spot — click here.

Simplify the Structure
If you want your emails to actually be read, you have to make them easier to grasp.

Stats say that 3 out of 5 persons, use their mobile phones to check their emails, so you have to use this info at your own benefit.

Optimize the content and the structure of your email, to be scannable and readable on all devices.

This means you need to include headings and subheadings and write using short paragraphs. Otherwise, you’ll bombard your audience with large chunks of text, which is a turnoff. You can also use bulleted lists to avoid long blocks of text which your prospects could find more difficult to read.

Include a CTA (Call-To-Action)

Including a call-to-action button instead of just a regular link can increase conversion rates by almost 30%.

Still, to make your CTA effective you need to be sure it resonates with where your prospect is in their buyer’s journey. Also, your CTA needs to follow certain principles, and

be:
➔ Action-oriented,
➔ Persuasive,
➔ visually strong,
➔ creates a sense of urgency,
➔ Specific.
Never put more than one CTA in your email because prospects can be confused with what you want them to do, so be sure you've made it clear enough.

There's one more rule to follow - always place your CTA above the fold so that your recipients can easily spot it even if they don't scroll down.

If you're wondering what "above the fold" means, here's a definition from our Largest Sales Glossary:

A marketing term referring to the portion of the text that appears on the top half of a landing page, website, email, or even printed publication. It's usually the place where the most important information is provided so that if a website visitor or a prospect doesn't scroll down, you'll still be able to grab their attention and get them to take action.

In a nutshell, this is what you should bear in mind in order to create an irresistible CTA:
➔ Use Imperatives! Coming up with punchy copy consisting of no more than 35 characters is quite a challenge, but here's the first tip: being a bit bossy is actually a good thing in this case. As its name suggests, a strong call-to-action will persuade your customers to click and convert, so it's only logical to use highly-actionable language. This means that you should start with the verbs which will prompt and compel your audience to take the desired action, so words like buy, get, download, register, sign up, order, shop, read, or fill out , are excellent for this purpose.

➔ Leverage Power Words In order to additionally emphasize your CTA and provoke certain emotions in your prospects, use power words. Their role is also to speed up and influence their decision-making process. It's true that many power words are bombastic, and it's their intention to catch your prospect's eye, which is why instantly, sensational, amazing, or boost frequently find their way in all kinds of sales and marketing copy, including CTAs, but some of the most effective power words are actually extremely simple. According to Buffer, the top 5 most persuasive words in the English language are: You, Free, Because, Instantly, New . Their secret lies in being focused on the person you're addressing, offering an incentive, giving the reason why, creating a sense of urgency, and promising improvements, respectively.

➔ Tell Them Why. As we have seen in the paragraph above, "because" is one of the most powerful words because people want to know the reason why you're asking them to take action, as well as how that will help them and improve their lives. For example: Subscribe now to get your free trial gives your audience a perfect reason to take the action, as incentives, such as freebies or discounts, are strong motivators. Similarly, Order now and start losing your weight predicts the result of clicking on the CTA . This CTA is paired with a unique selling point, and it gives prospective customers a clear idea of why they should order the said product and what benefits they will experience if they purchase it.

➔ Use numbers. Numbers are pretty big in marketing as they have a profound effect on consumers. That's why marketers try to squeeze them into subject lines, CTAs, and all other kinds of copy. People like to see how much something costs right away; even more than that, they're interested in finding out how much they can save. Order today and save 50%! As you can see, we're being pretty sneaky here, because we're also tapping into the sense of urgency and this combination works like a charm. Now, this sounds like an irresistible offer, and it can't be denied that it sounds much more compelling than: Order today and get a discount.

➔ Incorporate FOMO . A limited-time offer is hard to ignore, especially around holidays when people succumb to that uncontrollable shopping-spree frenzy, so it will be hard for them to ignore something along the lines of: Buy now while supplies last! Or Order now! Sale ends tomorrow. We're all afraid that we won't be able to grab an opportunity and that it will go away. Fear of missing out has a very profound psychological impact, and by confronting your prospects with the idea that the item they're interested in, but are still having second thoughts about, can be out of stock by the time they make up their mind, you'll prompt them to make their purchasing decision right away.

Proofread and Double-Check Your Copy

No one wants to leave or see grammatical errors and typos in an email, and when it comes to your business, it may even seem completely sloppy and unprofessional.

Although "aoccdrnig to a rscheearch at Cmabrigde Uinervtisy, it deosn't mttaer in waht oredr the ltteers in a wrod are, the olny iprmoatnt tihng is taht the frist and lsat ltteers be at the rghit pclae. The rset can be a toatl mses and you can sitll raed it wouthit porbelm. Tihs is bcuseae the huamn mnid deos not raed ervey lteter by istlef, but the wrod as a wlohe," it's not a pretty sight (but you can try this one out if you want to entertain your recipients and capture their attention, but don't do it often or accidentally!)

If you want your email to be grammatically and typographically correct, you should give your copy a rest, and double-check it after a while.

Also, be sure to use error-checking tools, such as Grammarly, and ask one of your colleagues to have another look, since errors are more difficult to spot when you've written the content.

Pitch to the Right Audience

It's not enough only to have correct email addresses and other information about your prospects.

You have to know who will be interested in your offer and email only those people who could benefit from it. Yes, this will limit your audience, but at the same time, it will make sure that your prospects are engaged and responsive.

So, as we already mentioned in Chapter 1, the first thing to do is create your ideal customer profile (ICP) – a description of a company (or individuals) that are a perfect fit for your business. It should contain different information such as the industry, location, company size, or pain points, among others. After this basic information, it's also crucial to obtain details such as whom to reach out to in the company as well as who decision-makers are - [Your Product] can help you with this as you can search through our comprehensive B2B lead database by setting different parameters. That way you can pick only C-level execs for your outreach.

Apart from having a general outline of your target audience, it's also worth noting that you won't send the same email to all of them.

No, if you want to generate responses, your message needs to be highly personalized and relevant to the people who receive them.

In other words, you have to additionally split your list into different segments and tailor your outreach accordingly.

Besides your email outreach, you should also additionally warm up your audience by connecting with them on LinkedIn and starting conversations.

Leverage the Power of Video

But, there's another way to take your email personalization to the next level.
Enter personal video!

A picture is worth a thousand words. Now, imagine how many words a minute of video is worth.

There's a catchy stat claiming that the number we're talking about is approximately 1.8

million words.

Doesn’t matter whether this is exaggerated, the truth is that personal video can boost your engagement tremendously .

Even putting the word “video” in your subject line boosts opens by 19%.
Let’s face it – people are too busy and impatient to read long-drawn-out content no matter how valuable it is.

Why don’t we make it easier for them and present our offer by means of personal video? It will be just like you’re having a meeting with your prospects. And it adds a human touch to your outreach.

As, we’ve mentioned above, we teamed up with Vidyard and added the GoVideo feature so that you can record your personal video within our campaign editor and easily attach it to your email.

Say Welcome and Thanks

It’s commonsense decency to greet someone who comes to your home.

Why not apply this rule to the online world and do the same when somebody lands on your website or subscribes to your newsletter?

Welcome and thank you emails are low-hanging fruit for improving your conversion rates. By sending a warm and personalized welcome or thank you email to your recipients who have signed up for your free trial or taken action you suggested, you’re creating a great first impression and promising a positive customer experience.

Apart from expressing your gratitude, you can also add some interactivity to these emails if you ask your prospects why they decided to sign up or make a purchase or have they heard about you.

Not only will this increase engagement and spark a discussion, but it’ll also show your recipients that you care about their opinion.

Tell Stories

Storytelling is one of the best and most effective tactics for increasing engagement.
So, instead of starting with your sales pitch right away, tell your prospects a story. It doesn’t have to be long or complex. Just ensure that it’s relatable and try to provoke certain feelings in your recipients.

It’s a good idea to share your experiences and the ways you managed to overcome certain issues and align these with your prospects’ pain points.

And mention your product or service at the end of the email, just to remind them that by signing up or purchasing your product they can solve their issues.

Keep the Lines of Communication Open

Your prospects sometimes want to get in touch directly with you and ask you for assistance.

So, no-reply email addresses are a big no-no.

It’s as if you’re telling them to put a sock in it.

Instead of that, use a regular address and a sender name. This little detail will let them know that somebody is actually reading their emails.

But, if you really want to nail your email marketing, then you should insert different communication channels in your message so that your prospects can pick the one they like when they want to reach out. This means including social media buttons and your phone number.

However, there’s an even better and more efficient way of streamlining your communication – share a link to your calendar and allow your prospects to book a meeting with you without having to wait for you to confirm whether the time slot they want is available.

How can you do that?

[Your Product] teamed up with Calendly, a super-powerful scheduler took, to bring you this feature.

As of now you can create a link to your calendar within the [Your Product]’s Campaign Editor, add it to your email message, and let your recipients book an appointment or a demo with you without sending emails back and forth.

This handy feature removes friction from the buyer journey and encourages your prospects to reach out to you, and that’s engagement in its most basic and effective form.

As you can see, all these tactics are very simple, and the only trick is to be persistent and, of course, use a sales email automation platform like [Your Product], which will automate your outreach but not at the expense of personalization.

Always Include a Closing

Aside from the fact that an adequate closing can act as a perfect call to action, solidify your relationship with the correspondent and add a bit of personalization to what would otherwise probably be a rather dry conversation, adding an appropriate sign-off is simply a matter of etiquette.

Naturally, if the email you are sending is just a part of a long thread, and if you expect a quick response, you can omit the formal closing, but in other situations, be sure to include some kind of a greeting.

Ask for Feedback

Since you'll be doing all the talking in this first email, encourage your prospects to provide you with some kind of feedback.

Ask them something and try to initiate conversation.

You can also come up with interesting polls and quizzes, and engage your audience, learning something about them along the way. You'll also score some brownie points on account of the fact that you have shown a sincere interest and that you care about your audience's opinion.

Don't Shy Away From Adding a Post Scriptum

Sure, professional emails are supposed to be as succinct and to-the-point as possible, but that doesn't mean that you couldn't benefit from adding a short summary of it at the end in the form of a Post Scriptum.

You get the chance to reiterate your point and ensure that your correspondent is made aware of what is expected of them.

We already made the assumption that you are sending quite a few of these emails every day, and it's probably safe to also assume that the people you are sending them to are also receiving a fair portion of them each day.

Making it easier for them by giving them a short and concise Post Scriptum might make the difference between being ignored and actually getting a favorable response.

How to Properly Structure Your Email

Now, let's put all the above-said tips into perspective and see how to structure a proper cold email that will generate opens and replies.

1. Set the tone of your email based on who your recipient is.

Knowing who you are writing to can set the tone of the communication. If it is someone you are reaching out for the first time, set a formal tone. After you open lines of communication with the recipient, avoid using the same greetings and closing remarks in each email. Also, if a person switches to a more casual language, try to follow their cue as it can be beneficial for forming a long-lasting relationship.

2. Create a catchy subject line.

When sending an email, think about the recipient's point of view. The subject line is the first thing they see, so creating an effective one can be the deciding factor between opening your email or sending it to the trash folder.

Here are a few main takeaways for crafting professional email subject lines:

➔ Avoid using greetings in the subject line as this is the first part of your email body anyway.

➔ Don't write subject lines that include "Urgent", "Please reply immediately" and similar phrases since you don't want to make the recipient feel rushed.

➔ Another thing to remember is to always write a subject line and not leave it blank. In case you forget, Gmail will remind you before sending an email without the subject line. Similarly, the [Your Product] Template Analyzer will give you tips on how to optimize every element of your email, including the subject line.

➔ If you are stuck, think about the purpose of the email. Try to write it as simple and formal as you can so it grabs their attention straight away.

➔ When it comes to length, business people don't have much time, so keep it brief and up to 5 words.

➔ Be polite.

Good Examples:

Request for Recommendation
Meeting Location Changed
About your work
Let me introduce myself
Referred by [Contact Name]
Let us continue our discussion further

3. Greeting

Every email should start with a greeting. For professional communication, stick with one that is formal yet welcoming. Along with a greeting, add a name or a title of the person you are contacting because personalization makes all the difference these days.
Good Examples:
Dear [Name],
Hello [Name],
Greetings (when you don't know the name of the recipient)

4. Email body

After a greeting, make sure to introduce yourself and explain the purpose of the email.

Good Examples:

- I am writing to inquire about the position of [Role]
- This email is a response to an invitation I received…
- I would like to inform you that [Intent]

Keep sentences and expressions short and concise. If you have any call-to-action, format it well so it's visible and to the point. Another tip would be to place your CTA high so that your recipients don't have to read the entire email before they can take action – sometimes people check out only the first couple of lines and if nothing captures their attention, they simply stop reading.

If you are contacting someone from the same industry and want to establish a connection, find similarities between you and the recipient. Compliment a person on their latest case study, blog post, a new role or simply invite them to share experiences. In case you have more things to add, use bullets to make a list and structure your email to be visibly appealing and easy on the eyes.

5. Closing remarks

After you state your purpose and it becomes clear for the recipients what you want from them, add a closing remark and inform them what the next steps are.

Good examples:

- Thank you for your patience
- I look forward to hearing from you
- If you have any questions, don't hesitate to contact me
- I look forward to meeting you in person

6. Sign-off

The last part of the email should be a short, formal goodbye.
Good examples:

- Sincerely,
- Yours sincerely,
- Kind regards,
- Respectfully,
- Best wishes,
- Thank you,
- With appreciation,
- With gratitude,

7. Email Signature

Each email signature should include your full name, job title, company name, and contact information. You can include a professional headshot as well, along with social media links and a call-to-action. We've already discussed this topic in one of the previous sections, but you can also read our full article on How to Create a Professional Email Signature .

8. Additional Tips for Writing Professional Emails.

➔ Schedule emails depending on the time zone of your recipient. [Your Product] gives you the option to schedule your email campaigns, manage contacts and use predefined templates.
➔ Make sure to attach the file you mentioned in the email.
➔ Stick to one font. And make sure it's not Comic Sans!
➔ Avoid using emoticons in a professional email.
➔ Follow up. If you failed to receive an answer, don't despair. Wait a few days and try to establish communication again. Follow-up emails are structured in a similar way as the initial email but require more planning.

How to Create a Successful Follow-Up Strategy

Statistics suggest that only 24% of sales emails are opened but just 20% of leads are followed up. In fact, a campaign with just 1 follow-up mail can convert 22% more prospects.

This means there is a massive loss of potential opportunities. Also, it tells us that the fear of seeming annoying to prospects or getting rejected can discourage further contact. Another reason why follow-up emails aren't getting the respect they deserve is the fact that marketers spend most of the time creating first impression emails and not focusing enough on persistent methods of contact.

In other words, you can’t expect to get your prospects to respond by sending them a single email. After that initial message, you need to launch a series of a couple of follow-ups to increase your odds of getting them to respond.

So, how should you start?

When to Send Follow-Up Emails?

In most scenarios, you will create follow-up emails after you’ve sent the first outreach email and it resulted in no response. However, follow-up emails can also be useful when you want to check in after the first meeting or reconnect with existing clients.

Even if most emails get opened the first day they are received, you should wait at least 3 days before sending a follow-up. Do not make the mistake of not giving them enough time to respond.

There are many studies that tell us what day is best for receiving an email response. Several studies have suggested that Tuesday and Thursday give the best results with other weekdays not being far behind.

A Hubspot report is in favor of Tuesday and concludes that sending emails on weekends is a bad strategy and you should avoid it.

When it comes to the optimal time of day to send a follow-up email, many agree it should be between 10 AM and 11 AM in the recipients’ own time zones. On the other hand, the worst time for opening emails is 12 PM.

Send your follow-ups in the middle of the week: you don’t want to end up on the Monday morning pile and simply never get an answer.

OK, now that we told you what others say, it’s time for you to figure out what works for your audience.

➔ Take demographics into consideration. In email marketing terms, this translates to don’t send your older audiences as many emails as you would your younger demographic. They will perceive it as pestering and rushing. Not the case with teenagers and young adults, who will often appreciate more emails in a week.

➔ Analyze your data. If you want to perfect your email timing, you will have to reach into your own data stores, and start assigning timeframes to certain audience segments. If your list comes from an unfiltered source, you will rarely know anything about the people you are sending these blasts to. The trick is to start getting to know your audience better. Previous engagement metrics are a great source of information, and you can also add a custom (and very brief) survey to your outbound emails. Granted, not many of your leads will take the time to get back to you, but those who do will provide some very valuable insights.

➔ Take time zones into consideration. Reach out to your prospects at the best moment. This means that you shouldn't send them an email at 5 AM. [Your Product] allows you to schedule your outreach based on your recipients' different time zones. This is the part of our SmartSend feature, and it means that [Your Product] calculates your sending times and launches every individual email so that it reaches your recipients at 2 PM their time.

How Many Follow-Up Emails Should You Send?

The frequency of follow up emails is the next important consideration. Especially when we know that 80% of non-routine sales occur only after at least five follow-ups.
You should send follow up emails a minimum of five times, each time giving the recipient more time to respond.

By prolonging the time before the next follow-up email, you reduce the chance of overdoing it and being marked as a spammer.
You can make a plan and structure follow-up emails something like this:

- Follow up 1 on day 3
- Follow up 2 on day 7
- Follow up 3 on day 14
- Follow up 4 on day 30
- Follow up 5 on day 60

How to Write a Follow-Up Email?

Subject Line

The subject line is the first thing your potential client sees before opening an email. It is not enough to create a compelling subject line for a cold email but to write an equally impressive one for a follow-up.
You should write direct and sharp subject lines that clearly show your intention. This means your subject line must provide key information – the goal you are trying to achieve. When it feels natural, use the recipient's name in the email subject line.
Also, ask a question that can only be answered by reading the entire email.

Examples:
- Regarding our next step
- It’s not late to get started
- Do you mind providing me with feedback?
- Here’s the link I promised you

Email Openers

Email openers should mention the initial email and remind clients you already contacted them before. In case you already met with the client, make sure they understand who you are.

Examples of effective follow-up email openers:
- Last time we spoke…
- It was nice to meet you at…
- I left you a voicemail but wanted to send this email as well.
- I wanted to follow up on an email I sent last week.
- Have you had the chance to look at my previous proposal?
- In case you missed my email last week…
- Your colleague suggested that I reach out to you…

Explain Your Intention

Once you’ve introduced yourself and made sure the client realizes you already made contact once before, try to summarize why you are emailing them.
Do not make the assumption they remember your previous email.
Create the same message just in a different format.

In order to create a compelling follow-up email, you should identify your main goals and make the effort to explain the primary objectives of your email. For example, you might want the client to provide you with specific information or update you on a certain matter. Your objective can be to set a meeting, get the client to participate in your study, test your product or get familiar with your service. Follow-up emails can be great for reconnecting with existing clients or getting feedback.

Finally, when portraying your intention in a follow-up, keep it short and sweet .

Examples:
- I have a product that will be perfect for you.
- Here is a link to my resource:
- Are you interested in a free trial month?
- I would like to invite you to an event we are hosting…

Don’t forget a Call To Action

It is more likely for the client to answer if you provide them with a specific offer.
You can propose time and date for a meeting or a call, or ask for a different person to get in touch with if your lead isn’t the right one for your offer.

If you keep sending follow-up emails without getting a response, align your calls to action with each email you send.

Examples:

- When would be a good time for you to discuss this in person?
- How about a 5-minute call on Tuesday or Wednesday 10 AM?
- Here’s the link to my calendar, feel free to make an appointment:

Follow-Up Best Practices

Use a multichannel approach

First of all, you have to know your audience well to know which channels they prefer. Although you should stick to their favorite mode of communication, it’s a good idea to use various methods.

Email marketing is perceived as less intrusive than cold calling, but, both these strategies have their own benefits. Phone calls are more personal, and they can help you increase awareness and familiarity.

So, one of your follow-up steps should be making an appointment with your prospects so that you can explain your offer in more detail.

[Your Product] has an integrated calendar option, which means that your prospects can access your calendar, see when you’re available, and book a call or meeting with you directly from the email.

When it comes to follow-up emails, there’s one more thing to be discussed.
As you’re dealing with businesspeople who send and receive as much as 125 emails a day or even more, your message might end up in an avalanche of unopened emails.

You can bring this issue up, and suggest some kind of solution, such as sending them priority emails or adding something specific to the subject line that will make your message stand out.

Use Social Media as a Communication Channel

Besides these traditional marketing channels, social media is also an excellent way of getting in touch with your prospects and establishing meaningful outreach.

If you respond to and re-tweet their tweets, tag them in your posts, comment, and answer their questions, you will strengthen your relationship with them.

This way you'll boost your engagement and warm your prospects up which will result in your improved open, click-through, and response rates.

The fact that your prospect wants to be contacted via email doesn't mean that you shouldn't suggest connecting on LinkedIn, Twitter, or even Facebook, especially if you post articles or share some valuable resources there that they can benefit from.

After opening this channel of communication, you can also show interest in your prospect's online activity by liking, sharing, or commenting on their posts.

However, make sure not to cross the line by being too intrusive or coming off as a stalker.

Define the Next Step

A phone call or a meeting with a prospective client that went well should never end with "talk to you soon" or "we'll get back to you".

This means that you'll have to wait for them to ping you, and that's a very unpleasant and vague situation. In order to avoid this, try to schedule your next meeting by asking your prospect when they're free and sending them an invite right away.

If they're asking for a proposal, insist on making an appointment during which you'll review it together.

This is a clever move as the perfect moment to define the next step is during a successful discussion. All it takes is a little push in the right direction.
There's no need to hesitate and delay, so strike while the iron is hot.

Touching Base is Counterproductive

Many salespeople make the mistake of calling or contacting their prospects simply to check in and stay on their radar.

This is a bad idea because the only reason to reach out should be when you've got something to say or offer.

Calling or emailing only to remind them of yourself or your company is annoying, off-putting, and can only deter your prospect even if they were initially interested in doing business with you.

Instead of that, what you should do is read what your prospect and their company say on LinkedIn or Twitter, and see if there's something that you can offer your advice on or help with.

That would be a legitimate reason to call and still not reek of desperation.

Whenever you can't clearly state why you're calling, without beating around the bush and being vague, don't call.

However, it's worth noting that in certain cases, for example when you're waiting for your prospect to make up their mind about your offer, it's actually good to give them a nudge.

Leverage Social Proof

There's no better way to follow up with your prospects than by including social proof in your follow-ups.

Your prospects are busy professionals and don't have much time to try and find out what others say about your company on the internet. But, you can bring them all those raving reviews and positive feedback so that it's the first thing that captures their attention when they click on your email.

Modesty isn't the best policy when it comes to marketing, and it's even better when somebody else praises you.

Take advantage of:

➔ Customer testimonials, success stories, as well as reviews;
➔ Expert reviews of your products or services provided by distinguished and renown professionals from your niche;
➔ Celebrity social proof is extremely powerful, as household names instill a sense of trust and credibility;
➔ The number of people who use your products or services in a way vouches for their quality, so telling your prospects that "10,000 satisfied customers recommend your brand" will invoke the right reactions;
➔ Credible certifications that prove that you're a successful and respected company based on certain estimates – include Capterra or G2 Crowd badges, for example, if you have them.

Avoid Common Mistakes

➔ Know when to let go. If your prospects ask you to remove them from further follow-up emails, do it immediately. It gives a clear message they are not interested in your proposal and you won't change their mind no matter how persistent you are. Thank them for their time and move on.

➔ Create a new email thread for each follow-up. This will make sure your email doesn't get marked as spam so easily. Also, with each new email, you will leave the impression of starting from scratch and the client might feel less uncomfortable by not responding sooner. New threads make more room for experimenting with different subject lines and calls to action.

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➔ Don't send passive-aggressive emails . Even after 5 follow-up emails, you should be as polite as if it was the first one. Sending frustrated emails will only decrease your chances to get a response. Don't take it personally and keep a positive tone.

How to Create a Balanced Sales Cadence

Being persistent but not pushy is the holy grail of every salesperson and marketer. According to different sources, and based on our own experience, it takes somewhere between five and 15 touchpoints to qualify a viable sales lead. And most sales reps give up after only two.

Finding the right balance between being persistent and being a pain in the neck is something that many sales reps still have to practice, and that's what a well-thought-out sales cadence can help them with.

What is a sales cadence?

To put it simply, a sales cadence is a sequence of different sales activities and methods whose main idea is to establish a contact with a prospect, engage them, and nurture them into becoming your customer.

What's also an indispensable part of any sales cadence is a timeline, that is, a frequency of these activities.

In our experience, you should use the [Your Product] Always Running Campaigns and follow up with your prospects until they respond, sign up for your service, download your eBook, schedule a demo, or unsubscribe.

This unlimited and endless sequence of emails will make sure that you keep on reminding your prospects about your offer, and at the same prevent that a prospect gets the same follow-up email more than once.

If you're still wondering what the purpose of a sales cadence is, here are four extremely important things about it:

➔ your leads won't slip through the cracks of your CRM
➔ it allows you to create predictable revenue
➔ your sales team will have an established framework they can follow
➔ your leads will move to the next stages of the funnel and towards closing deals.

In order to create the right sales cadence, bear the following factors in mind.

Who's Your Target Audience?

The first step in building your sales cadence is identifying who your target audience is and establishing your buyer personas – these could be VPs, C-level execs, different managers, and directors.

It's clear that you can't have the same cadence for every buyer persona.
For example, what works for C-level execs is a greater number of personalized emails with fewer phone calls. On the other hand, when it comes to managers and supervisors, your cadence should consist of an equal number of emails, phone calls, and social media touchpoints.

Also, it's worth noting that as for different business models, B2B can successfully leverage the sales cadence method and benefit from it greatly. On the other hand, B2C businesses might find cold outreach to be a more suitable strategy, especially those in high-priced niches.

The Channels of Communication

A good sales cadence includes a variety of different channels of communication with your prospects – emails, phone calls, voicemail, LinkedIn's InMail, or social media direct messages.

This way you'll be able to identify what each of your prospects prefers and use the information to fine-tune your sales cadence and focus on that particular medium.

The industries with shorter sales cycles and smaller deal sizes are better off with a more aggressive approach such as phone calls right away.

On the other hand, if your sales cycles are longer and deal sizes larger, then you should start gradually warming up your prospects through email marketing and social media messages, and then introduce a more aggressive medium like the phone.

In some cases, a sales cycle can last for a couple of months or even an entire year, as the whole process needs lengthy research, meeting, and budgeting phases.

By setting up a sales cadence, you can significantly speed things up and decrease your sales cycle.

What's the Ideal Duration and the Spacing Between the Activities?

When we're talking about the duration of your sales cycle, we're referring to the length of your sequence from the very first touchpoint to the last one.

It usually lasts somewhere between two and four weeks.

In other words, you shouldn't for a shorter sequence because that way you'll fail to properly engage your prospects and get them to respond or make their first move.

Spacing is the time gap between contact attempts and it's crucial for making your sales cadence effective and yet not spammy.

Generally speaking, you should start with an introductory email and a follow-up call. After that, you need to give your prospects some breathing space and send an email every other day. Add phone calls and social media messages, for versatility and a comprehensive approach.

While there are different opinions on how to structure a successful sales cadence, Max Altschuler, CEO of Sales Hacker, suggests the following timeline:

➔ day 1 – email/InMail
➔ day 3 – an email in the morning, a phone call in the afternoon
➔ day 5 – a call in the morning, a call with a voicemail in the afternoon
➔ day 7 – an email in the morning, a call with a voicemail in the afternoon
➔ day 10 – an email in the morning, a call with a voicemail in the afternoon.

This is just one example, and you should A/B test your cadence to see what works and what doesn't.

Of course, you can take a more aggressive approach, and structure your cadence in the following manner:

➔ day 1 – an email in the morning, LinkedIn connection request with a note
➔ day 2 – a phone call in the morning; if there is no response, call in the afternoon
➔ day 3 – a highly personalized email in the morning, a phone call in the afternoon
➔ day 5 – a follow-up email with different added value, a LinkedIn message in the

afternoon
➔ day 7 – a phone call in the morning and in the afternoon. In case there's no answer, leave a voicemail
➔ day 10 – a break-up email in the morning in which you ask for permission to follow up. A text message in the afternoon.
➔ day 12 – a LinkedIn message in the morning, a phone call in the afternoon.
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➔ day 14 – a phone call in the morning and in the afternoon. If there's no response, leave a voicemail.
➔ day 15 – a phone call in the morning, a breakup email in the afternoon.

In order to additionally jazz up your approach and make it personal, it's a good idea to include personal video to some of your emails. Luckily, there's helpful scheduling CRMs out there so you don't have to be tech-savvy in order to record, edit, and attach your video to your email.

Craft the Right Content for Your Cadence

It stands to reason that you won't send the same message every time you're reaching out your prospects. The success of your sales cadence heavily depends on how you craft and tailor your content to every segment of your audience, the channel of communication, as well as to every single attempt.

As for the very email copy, trying to blatantly make your prospect feel guilty for not responding you is a big no-no. You can use witty remarks and humor, but try not to cross the line.

We've mentioned the break-up email as it's an effective way of generating FOMO and a sense of scarcity, so here's an example that you can use in your cadence and get your hesitant prospect to finally respond:

Although I'm still deeply convinced that [your product] is something that will help you grow your business, it seems that our professional relationship has run its course before it even began ☹️

If you're having some second thoughts, let's have a quick call and I'll show you why I believe that [your product] can be exactly what you and your business need.

Here's the link to my calendar, so pick the time slot that works for you and let's grab an online coffee and discuss things. LINK

Hope to talk to you soon,

[Your name]

When it comes to the content that you can send your prospects, again versatility is the way to go.

Think about what would resonate with every segment best and don't send something just for the sake of it.

Another big no-no is sending the same content all the time. And never send content packed with fluff, that is article or posts from which your prospects can't find out or learn anything new. Only helpful content that they can actually put to good use in order to solve some of their issues will do.

Also, there's no need to limit yourself to your own content only – somebody else's content which your recipients can benefit from is always welcome. That way you'll also show that you genuinely care about helping them and that making a sale isn't your first and foremost goal.

Include different content formats, and create ebooks (check out our B2B-Sales Handbook and find a lot of firsthand advice and tips on different sales tactics), infographics, webinars, blog posts, videos, case studies, customer testimonials, or anything that you think your prospects might find useful.

As you can see, creating a cadence is a must if you want to have a viable sales process that can help you nurture, qualify, and convert leads.

The trick is in monitoring the performance of your campaigns closely and tweaking the content, frequency, and communication channels based on the analytics.

With [Your Product], you'll always be in the know when it comes to your rates, as our granular analytics gives you a detailed insight into how your campaigns are performing in real-time and allows you to polish and tweak them.

Chapter 5 Examples of Email Templates That Generate Responses

An email campaign is 6 times more likely to give you a click-through than a tweet, says Campaign Monitor.

Yes, all these stats show that email rules from every point of view. Its cost-effectiveness and success rates are real clinchers and the reasons why salespeople pin their hopes on this strategy. And yet, many of them fail to get decent results.

More often than not, their open and click-through rates are extremely low which is why they put all the blame on email marketing.

But, the truth is that our email inboxes are full of less-than-impressive sales emails which prompt us to mark them as spam or unsubscribe.

One of the main culprits behind this discrepancy between some of these official stats and real-life experiences of our fellow salespeople lies in the poorly composed sales email copy.

Our clients frequently ask us what they can do to improve their sales email templates, so let’s dive into the subject.

1. Cold Outreach Examples

You need to be very careful with cold outreach because it’s important to make a killer first impression. There are a couple of methods that can help you overcome the awkwardness of emailing someone for the first time and offering them your product or service.

Use relevant and compelling questions in your subject lines as they’re great attention-grabbers:

Example 1

SUBJECT LINE: Need more high-quality leads?
Hi Mike,

Establishing a steady flow of high-quality leads is essential for the growth of any business, and we all know how challenging this process can be.

These challenges and how to overcome them are the topics that I’m going to tackle in my free upcoming webinar “7 tips for Using LinkedIn for Lead Gen”.

Join me and I’ll share with you my experience together with a lot of actionable tips that can help you start growing your contact list right away.

Sign up here: LINK.

Best regards,
John

Founder & CEO, [Your Product]

Mentioning some of the most common pain points in your niche and formulating them as questions is a surefire to get noticed, as that insinuates that you're about to present your recipients with a solution.

Of course, this strategy will work only if you deliver what you promise.

Otherwise, that will be the first and the last time that they open your emails, not to mention that such tricks will result in a high unsubscribe rate.

When it comes to targeted cold outreach, here's an example of a quick but effective meeting proposal from the [Your Product] template database:

Example 2

SUBJECT LINE: [Your Product] + [Company]

[First Name], hope you're having a great week so far.
I had a chance to look at your [Website] and thought it might make sense for us to connect.

I work with over 50 organizations from your vertical like [Case Study 1] and [Case Study 2] to ensure they successfully deploy the sales automation process.
When will you have 15 minutes this week for a quick call?

Regards,

[Name]

This email allows you to attract your recipients' attention by mentioning how you can help them.

Similarly, another template from our database available to all [Your Product] subscribers revolves around your recipients' interests and clearly indicates that its purpose is educational:

Example 3

SUBJECT LINE: Let me show you something awesome
Steven, I've had a chance to browse through your website and it seems that your company could greatly benefit from using [Your Product].

In order to take full advantage of this great product, it is essential that you know how to implement it, and that's why I'd like to offer you a free demo that will guide you through all its features and functions.

It's pretty simple.

Just follow this link, register, and request your free demo: calendly.com/[Your Product]demo
Have a great day,
Peter, Head of Sales

Referencing a common connection is another pretty clever way of making your cold outreach work.

Ask your existing customers and contacts whether they would mind your mentioning them with this purpose, and they even might provide you with their connections who might be interested in what you have to offer:

Example 4

SUBJECT LINE: John Doe recommended I reach out to you

Hi Tim, I was having a conversation with John Finder the other day, about sales automation, and he mentioned that you were actively searching for a solution to automate your business.

That's exactly my company's area of expertise, so I believe that you can really benefit from using [Your Product].

It would be my pleasure to show you how it works and how to make the most of it.
Pick a lot in my calendar and book a demo with me directly whenever it suits you:
calendly.com/[Your Product]demo

Talk to you soon,
Vedran

2. Trigger Events Examples

It's important to research your prospects and always know what happens in their companies if you want your email outreach to be successful.

Trigger events or different reasons to reach out such as promotions, new fundings, various company announcements, or even their recent social media update.

Touching base just for the sake of it isn't a good idea, as your prospect will be left wondering what the purpose of your call is.

These trigger events serve as an excellent opportunity to get in touch with your prospects.

Example 5

SUBJECT LINE: Congrats on your new position

Hi Ved, I see that you've been promoted to Head of Marketing Department, and I'd like to congratulate you. I'm sure that you invest a lot of hard work in everything you do. You're in for a lot of great things and challenges too. Should you need any help regarding email marketing, feel free to contact me.

It would be a good idea to have a quick call very soon, as I'm sure I can offer you some really valuable advice.

Pick a date and book a call with me on the following link: calendly.com/[Your Product]demo
Let's keep in touch,

[First Name] [Title] [Company]

Another way to connect with your prospects is by offering them your help and providing immediate value.

The following template does a big favor to your prospect because it points out to an error that needs to be fixed, and it offers a solution:

SUBJECT LINE: Your website is awesome but…

Hey [First Name], I've stumbled across your [Website] the other day, and I must say that it looks really great.

It's visually appealing and full of interesting and educational content (like those case studies). I already referred your company to some of my friends that might need help with [Job-to-be-done].

However, my wording in the opening sentence of this email was purely intentional. Namely, I found you only by accident.

That's something that can seriously damage the growth of your business.

In other words, you need a sound Search Engine strategy that will put your website among the top search results and bring it closer to your prospects.

Here’s the link to my [Calendar], let’s have a quick discussion.
Best,
[Your Name]
[Title]
[Company]

3. Leverage Common Interests

Personalization plays an important role in email marketing, so by finding out a shared interest with your prospects is a good way to connect with them and build rapport. Again, you need to use all available sources, including their website, social media profiles, and mutual connections.

Although this may sound like stalking, it’s actually a very resourceful method of learning as much as possible about your prospects and understand them better.

Here’s an example which illustrates how to leverage you’re your mutual interests without being creepy:

Example 6

SUBJECT LINE: Who’s your favorite tennis player? 🙂
Hey John, I checked out your [LinkedIn Profile], and I noticed that you used to be a pro tennis player. How cool is that? I’m also a big fan, and I play every now and then.
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Wouldn’t it be great to have a meetup/tennis match with a couple of other sales professionals?

Or, if that’s too far-fetched given our busy schedules, let’s book a meeting to discuss how we can help each other’s companies grow and hit more targets.

Here’s the link to my calendar, so make an appointment and we’ll talk:
calendly.com/demo

Cheers,
Tom

4. Promote Your Content

Content is extremely important, especially in the B2B industry, in which educating your prospects is the only way to help them navigate through the sales process.

So, promoting your latest blog post on a relevant topic is something that your prospects will definitely appreciate.

Here’s a fragment of our recent email template used to promote a blog post about the summer slump and ways to beat it. Notice the question about a common seasonal pain point our prospects face. The email also contains a teaser in the form of bullet points, which illustrates some of the things discussed in the blog post:

Example 7

SUBJECT LINE: Are you experiencing a summer slump?

Nataly, summertime and the livin’ is easy, right? Not so much for sales reps who can’t hit their targets.

July and August are particularly slow for many businesses, and this slump heavily affects their bottom line. But, don’t sweat it because we have you covered!

Our latest blog, 6 Ways to Boost Your Sales During the Summer Slump, features a lot of actionable tips that will freshen up your existing marketing strategies and help you achieve your sales goals, even when your prospects are more interested in sipping margaritas on the beach than closing deals.
Here are a couple of tips to show you what you can expect:
* automate your marketing and sales efforts
* give old deals one more chance
* prevent scheduling conflicts
* the out-of-the-office message is out of the question

You can read more on the following [Link].

While you’re there, check out other blog posts and find proven advice on how to generate more leads, come up with killer emails subject lines, and improve your sales, among many other things [https://[Your Product].com/blog] .

Happy reading.

P.S. Always be klosing with a K.

5. Who Viewed Your Profile

Here’s another sneaky tactic that will help you connect with people who viewed your

LinkedIn profile but failed to send you a connection request. You can use a humorous remark as an effective icebreaker:

Example 8

SUBJECT LINE: What did I do? 🙁

Hi [First Name], I see that you visited my LinkedIn profile yesterday and you didn't send me a connection request. Hope that you didn't find me too boring. 😉

Anyway, I still think that you should give me a chance because from what I can tell from your LinkedIn, we can have a lot to talk about, given that both of us are in sales.

How does that sound?
[Your Name]

6. Follow-Up Email Templates

Follow-up emails can make a big difference.

That's why [Your Product] pays great attention to this element of email marketing by providing you with a number of high-converting, customizable follow-up email sequences for various business situations.

You can schedule as many of them as you like, and pick the time interval between each follow-up.

Here are some of them:

Example 9

SUBJECT LINE: Last call [First Name]

[First Name] I noticed you never scheduled a time for our chat and wanted to try one last time. As you can see, I'm pretty persistent.

I really hope we can jump on a call this week to discuss potential synergies. If I don't hear back from you, I can't promise I won't try again 🙂

You can use the link below to book the time that works for you best:
calendly.com/demo
Stay well,
[Your Name]

Example 10

SUBJECT LINE: Don't you feel bad for me yet?

Hi [First Name], I emailed you 4 times, called you once, but never gave up like Tom Brady in the second half of that famous Super Bowl. I hope you can appreciate my persistence as I believe I can be of assistance.

All I need is 15 minutes of your time and I actually booked off the entire week for you. 🙂

You can use the link below to book the time that works for you best. My calendar: calendly.com/demo

Have a great day,
[Your Name]

Example 11

SUBJECT LINE: [First Name], you can't fault me for trying

[First Name], you are a salesperson.

I'm sure you'll agree with me that persistence is the key to success. The reason I'm insisting on this 15-minute meeting is that I'm convinced both you and I could create a great, profitable synergy.

Click on the link below to pick a free slot in my calendar and let's connect this week: calendly.com/demo

Best regards, [Your Name]

7. Elicit a Response

Many times you'll see that your prospects' opened your email, but for some reason, they failed to reply.

This can be extremely frustrating because you have no idea whether they just forgot to do so because they were busy, or they ignored you on purpose – for example, your offer didn't strike a chord or they didn't see any value in it.

But, hey! Not everything is lost. Remember that they still opened your email in the first place which means that they were intrigued by your subject line and wanted to see what you offered.

So, in case you failed to interest them enough, you can spark the conversation again by highlighting the top benefits of your product or service:

Example 12

SUBJECT LINE: How about boosting your revenue?

Hi John, I see that you opened my previous email but failed to respond.

It's ok, I know that you're busy. As a matter of fact, [Your Product] can help you a lot with that.

If you decide to give it a try you'd be able to:
- Automate and personalize your sales emails down to the latest detail in no time
- Save up to 5 hours a week per sales rep
- Allow your prospects to schedule meetings with you effortlessly without having to email you back and forth until you agree on a date

And these are just a couple of time-saving features. We've got a lot more, so click on the link to my calendar below to schedule a demo with me when it works for you (see how it's super easy!) and I'll be happy to walk you through the platform and show you how to work smarter and not harder, and close more deals.

[Your Name]
CMO of [Your Product].com

8. Break-Up Email

After you've exhausted all other options to engage your prospects who have been inactive for some time, here's your last resort – a break-up email.

This way you'll offer them one last chance to become your customers. If that doesn't work, then it's definitely the time to remove them from your contacts.

Example 13

SUBJECT LINE: Tell me where I stand

Hey [First Name], we have the practice of closing files of prospects who we don't hear back from within a period of time.

I know that you're super busy, and that's why I'd like to check with you first before I close your file.

If you're not interested in automating your sales process, let me know, and I'll close your file.

If you're interested, let's move on to the next step.

Book a demo on the following link, and I'll show you what [Your Product] can do for you: calendly.com/demo
Cheers!
[Your Name]

9. Out-of-Office Emails

Out-of-office emails are a must, especially if you have long-lasting relationships with customers that need a prompt response. It would be very unprofessional to just leave without explaining why you aren't answering.

You also don't want to be stuck in the office on your last day before vacation trying to figure out how to set and write an out-of-office email.

Example 14

[Your Greeting]

Thank you for your email. Unfortunately, I will be out of the office from [Date] to [Date] and will have limited access to email.

In my absence, please contact [Name] at [Email]. I will respond promptly to your email once I return on [Date].
Best,
[Your Name]

Example 15

[Your Greeting]

I will be out of the office this week. If you need assistance while I'm away, please contact [Name] at [Email].

Best,

[Your Name]

Example 16

[Your Greeting]

Your message is important to me and I will respond as soon as possible. In case of an urgent matter, feel free to call me at [Phone Number]

Best,
[Your Name]

Lead Generation Out-of-Office Emails

Just because you are away, it doesn't mean you can't inspire others to take action. Use the end of your message for a call to action, whether you want your recipients to sign up for a course, read your latest blog, promote a demo, get involved in your business community…

This type of email can be perfect for driving sales, promoting your content and escaping the typical out-of-office email form.

Example 17

[Your Greeting]

I have very limited access to my email and will be back in the office on [Date].
For assistance please contact my colleague [Name] at [Email].

In case you want to learn more about our new [Service/Product]…
…check out our customer reviews and comments [Link to customer testimonials or case studies].
…visit our website and sign up for a free demo [Link to demo sign up]
…read our FAQ page and get some answers [Link to FAQ page]
Thank you!
[Your Name]

Example 18

[Your Greeting]
This message is automated since I won't be in the office until [Date]. I will get back to you as soon as I come back.

Luckily, our resources are always there so in the meanwhile you can get familiar with our newest article on [Name and link of the article]. I bet you will find it useful and inspiring. Speak to you soon,

[Your Name]

Out-of-Office Emails With Gifts

People love free things. Once they receive a cold automatic out-of-office email it would be nice to surprise them by adding a little something unexpected. It can be anything from a free ebook, download of your latest case study, or a code for a trial version of your product.

Your customers will feel less frustrated with the fact they can't reach you at the moment and you will get an opportunity to share and promote your work.

Example 19

[Your Greeting]

Thank you for your email. Unfortunately, I will be out of the office from [Date] to [Date] with no access to email.

While I am gone, feel free to contact [Name] at [Email]. I will respond promptly to your email once I return on [Date].

Fortunately for you, I have included a free ebook/case study/download code that you will enjoy.

Best,
[Your Name]

Event Promotion Out-of-Office Email

In case you are visiting a conference or a business event and that is the reason for your absence, just say it. You can use the opportunity to promote the event with people of the same industry or let them know you are a speaker as well, thus engaging in a bit of self-marketing.

Example 20

[Your Greeting]

Unfortunately, I am out of the office until [Date]. I will be speaking at [Event Name and Location].

In case that is close to you, feel free to drop by and connect. I will be sharing some pretty interesting thoughts on [Topic].

Best,
[Your Name]

How to Handle the Most Common Sales Objections

It's worth noting that no matter how hard you try to convince your prospects to give you a chance, sometimes you'll hit the wall and hear that dreaded "That's all great, but…" Truth be told, at least 50% of our prospects are just not a good fit for what we are trying to sell , and there is not a lot we can do to change that.

Here's how you can recognize and disqualify such bad prospects so that you and your team don't waste time trying to nurture them.

But well-qualified prospects usually have objections too. And we are not talking about excuses some prospects make in order to brush you off, which you can easily recognize.

To know how to handle relevant objections when they appear, can make a huge difference in your sales pitch.

1. **It's About Money**

Most objections have something to do with your prospects' budget or your price. Make sure that you're ready for this important conversation from the very beginning, many prospects you get in touch with will probably want to discuss it during your first talk.

To handle this kind of objections effectively, you should start demonstrating the unique value of your offer as soon as you get into prospecting, and let your potential customers have a clear and timely insight into all the benefits they get if they decide to purchase from you.

When the prospect says that your product/service is expensive, you have to focus on the context to make sure you know what they are implying. It is a good idea to give your prospects some time to object and voice their concerns, which you can listen to and help summarize.

You may conclude that your prospect sees the value of your product but just can't afford it at the moment. The prospect might be having cash flow issues, or they might have burned all of their yearly budgets, so you can postpone the deal arrangements for later. If they see the unique value of your offer, and you nurture this prospect through, closing the sale after the finances are ensured shouldn't be the problem.

But, the chances are high that your prospects simply don't understand the unique value your offer brings, so you've got to provide them with something they can relate to in order to get the idea.

A good way to try to reverse this objection into opportunity is to:
➔ use a case study of a company which has made substantial progress with your help,
➔ show your prospects specific examples of how your product/service will solve a problem for them,
➔ provide your service for free, during a limited time, so that your prospect could ease the pricing pressure and make sure they are aware of all the benefits firsthand.

2. I Need to Check With My Boss

Often, the objections are related to the authority or ability to make a purchase. Your prospect can tell you that they are not authorized to sign your sale, or that they need to convince/consult their team/boss.

Surely, this is when you need to find out who the decision-makers are and get them in the room too so that you can hear about their concerns and address them. It is a good idea to try to arrange a meeting right away.

But sometimes, insisting on talking to the team can be a sign that your prospect is procrastinating with making a decision. Then, you need to follow up with your questions and find the true reason behind this procrastination and address it.

It may be they still don't see the value of your offer, so you should adjust your value proposition and check the first step in which we discuss how to help your prospect understand the value of your offer.

But, there's something else that you can do before you even get into this kind of situation.

Reach out to a decision-maker directly.

Now, this can be complex because their contact information isn't readily available. But with [Your Product] and its huge, searchable database filled with millions of clean, verified B2B leads , all you have to do is narrow your search down to decision-makers and contact them right away with your proposal.

That way you won’t have to pitch your offer to someone who doesn’t have the authority to make a decision.

3. It’s Not Our Priority

This one is often used as a shrug-off line and an excuse for something else. Professionals can always find some time to talk about methods to grow their business faster or earn more money, so that is exactly what you need to give them.

Your prospects, at the moment, simply don’t realize that they need you, and if you still want to make some progress with them, you need to make your way up their top-priority list.

Make them understand all the benefits they will get, focus on the part of the bargain which will help them make more profit faster, as that will definitely capture their attention.

So, instead of talking about all the great specs and features of your product or service, make sure to stress how it can help them solve their biggest pain points.

4. I’m Using a Different Solution

Great. Half of your job here is done – your prospect is quite aware of their needs. And you are quite aware your prospect won’t just go to their current service provider and ask to cancel their deal.

But even if they’re locked in a certain deal, you shouldn’t give up because they will have you in mind once they’re a free agent in search of a service provider.

All you can do is provide them with information on how you differ from your competitors and what extra value will you bring to the table.

Make sure to follow up with them on a regular basis to inform them about your latest upgrades and stay on their radar.

5. I Haven’t Heard About Your Company Before

Which just might be the case.

So, you need to provide your prospect the relevant information concerning the nature of your business and your offer, so they can find a reason to continue your communication. Watch out for their next reaction and see how you can interest them in hearing more about the benefits of your product or service.

To be completely ready for this kind of encounter, you need to prepare well in advance and research your prospect in detail so that you can pinpoint their pain points accurately and align your offer with them.

The more you know about them, the better you'll present your offer. Not all your prospects have the same pain points, needs, and interests, which is why your every pitch has to be highly personalized if you want it to work.

6. We Are Doing Great in That Area

Maybe they truly are, but still, things can always get better.

That's why you need to get more information about a solution they are using for the challenges they face.

You might notice an opportunity to add an extra value to your offer, by differentiating your company or your service/product from your competitors – an extra feature or another payment option, whatever makes your customer tick.

This is the moment where you should rely on your sales skills to convince your prospect that you're the best option for them.

If you need more ideas on how to unleash your inner salesperson and nail your sales pitch even if your prospect seemingly doesn't need your assistance at the moment, check out our blog post on what makes a great salesperson, which was co-written with the help of our LinkedIn community.

7. You Don't Have This Feature

Do you?
This objection is a clear sign of what your prospect needs from you, as well as when it's the best time to continue your conversation.

You can ask for the kind of features your prospect is looking for and see if you can offer something similar.

However, in case you don't have a particular feature, it's a good idea to ask your existing customers whether they would find that particular feature useful. If their feedback is positive, then you should consider updating your product and adding it.

After you do that, reach out to the prospect who objected to your product not having it and ask them whether their expectations have been met now that you can offer them exactly what they need.

This new feature will also be great for convincing your free-trial prospects to finally make a purchase, given that you've delivered added value. Similarly, you can use it for upselling purposes and offering your existing customers to switch to a more advanced subscription plan.

9. I Don't Like Contracts

Strange as it may seem, this can be one of the objections that you might encounter. Some people just don't like to be locked in contracts, even if they are more affordable. Instead of trying to convince them to make an exception, try to offer them a month-to-month plan during which they can test your product/service and offer them a lower price if they go for a long term commitment.

10. We Don't Have Time Right Now

Your prospect may really be too busy with other challenges which need to be addressed urgently, or just don't have enough mental energy to think another offer through.

If this is the case with your customer's objection, you just need to follow up and catch your prospect in the right moment, so you could make your unique value proposition.

If you happen to hear this one, make sure to secure another follow-up, by letting them know that you'll reach out in a week or two, so that they can expect your email or call.

It would be even better if you could schedule the next meeting during which you'll have their undivided attention and an opportunity to present your product's benefits.

However, since this isn't always the case, [Your Product] has the next best thing – an automated scheduling option.

Our integration with Calendly , a meeting scheduling tool, allows you to create a link to your calendar and add it to your emails, website, or even email signature so that your prospects can easily and seamlessly book a meeting with you without having to email you back and forth until you agree on the right time slot. With this integration, your prospects can simply click on the link to your calendar, pick the time slot that suits them, and book a meeting.

Absolutely hassle-free.

11. I've Had a Bad Experience With This

Prospects who have had a bad experience with a product/service similar to the one you are offering can sometimes be reluctant to close the deal, but this doesn’t necessarily have to be the end of your conversation.

You can ask them to tell you more about their previous experience and try to understand their pain points.

If you show them empathy (which is one of the most common traits among all the great salespeople) and put an emphasis on the way your product/service is different, you can overcome this objection.

Social proof, such as your existing users’ reviews or testimonials, can help you present your company in a more credible and trustworthy light, which can be of critical importance when it comes to the prospects who tend to be suspicious due to their past negative experiences.

12. It’s Too Complicated to Use

Your prospects can have doubts about whether they will be able to use the advantages of your product/service.

You can try to find out what are the specific features that are giving them trouble and remind them of your customer support when there is a need for a practical guide through certain issues.

However, in order to overcome this objection, it’s best to provide your confused prospect with the links to your knowledge database.

You do have one, don’t you?

Offer them a list of all the relevant topics in the form of blog posts, videos, and how-to guides that they can read and solve any potentially confusing issues.

Apart from blog posts and videos on all the relevant topics regarding the use of [Your Product], we also have a database of articles which address frequently asked questions by our existing users, so that our prospects can always check the setup manuals and see how it’s actually easy to configure everything and make the most of our sales automation platform.

Having an effective onboarding process is a must. Check out our blog post on the topic and learn how to create it .

13. I Can Find This Product/Service Cheaper

If you hear such an objection, you will have to dig into it a bit deeper, if you hope to move things forward.

Don’t even think about reducing your price. Instead of that, it’s a good idea to know your competitors so that you can easily explain the difference in the quality or features between your and their product to your prospects.

Again, insisting on the value which your offer provides is the best way to overcome such an objection. If your prospect still insists that your price tag is hefty, even after you’ve explained to them why your product offers more features and better value for money, it’s a sign that they’re not serious and that you shouldn’t be wasting your time with them.

Email Templates for Overcoming Prospects’ Objections

As you can see, there are a number of reasons why your prospects might try to reject your offer.

Previous examples mainly concern face-to-face communication, which is why we’ve singled out 3 most common email sales objections and created templates to help you deal with them.

1. **Lack of Need**

SUBJECT LINE: Check out your competitor X

Hey Name,

Since we last spoke, I took the liberty of researching your competitors and the solutions they use to offer better service. One of them particularly grabbed my attention, as they can [name their capability.]

I believe that this particular [feature/functionality] could give you a competitive edge and our company can help you make it happen.

How about having a quick call about these latest developments this week?

You can use the link below to book the time that works for you best. My calendar: LINK

Have a great day,
[Your Name]

2. **Lack of Urgency**

SUBJECT LINE: I crunched some numbers

Dear Name,

I had an opportunity to analyze a financial model for the partnership with a company similar to yours. It turns out that they experienced a huge increase in their bottom line during the first 6 months we worked together.

To be more precise, they made [X% more] than before we started our partnership.
I compared all this with your data and expectations, and according to my calculations, the project will bring you [$$$] within the same time frame.

Let's have another call and see how this works for you.
Schedule a meeting with me this week: [link to your calendar]

3. Lack of Trust

SUBJECT LINE: I'd also be cautious if I were you

Hi Name,

I absolutely understand that you might be having second thoughts about working with a fairly young company like us.

But, I'd like to tell you that one of the best and most positive experiences we have had so far was with [a respectable company that used your services].

They gave us a chance [X years ago] while we were still a budding company, and this partnership helped us learn so much.

But, they had benefited from our relationship too. As a matter of fact, their CEO told us [a quote from a review/customer success story/testimonial that provides a fact about how your company contributed to your customer's growth]

If you'd like to discuss how we can draw from that experience and help your business, that would be great.

Book a call with me on this link: [link to your calendar]