

COLD EMAIL TEMPLATES

WE'VE SCOURED THE WEB FOR SOME OF THE BEST AND TESTED COLD EMAIL TEMPLATES.

Start sending personalized cold email with Octobox



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1. THE HYPER-PERSONALIZED COLD EMAIL TO DECISION MAKERS

A well-crafted personalized cold email stands out from the hundreds of generic cold emails your recipients receive each day. And there are huge chances that it will produce the results you want – a response or a meeting with the prospect.

One way to personalize emails is by looking at their website/product and finding out what's currently wrong with their system. Once you've nailed the pain points, you get to be the hero and fix it.

Hi {recipient name},

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

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

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

<screenshot of their web page>

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

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

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



2. THE COLD EMAIL TO GET IN TOUCH WITH YOUR COMPETITORS' CUSTOMERS

To grow your customer base, you also need to get in touch with your competitors' customers. Many businesses are dissatisfied with their current solution, and if you're able to jump in and offer your solution at the right time, then there is an opportunity for a sale.

Sending emails to your competitor's customers can also be quite tricky. You need to craft an effective cold email that doesn't bad mouth about the competitor or comes across as being jealous.

Hi {recipient's name},

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

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

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

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



3. THE EMAIL TO RE-ENGAGE WITH PROSPECTS GONE COLD

There is nothing more frustrating for a sales professional to watch a once-piping hot lead going cold as ice. You know the prospects are reading your emails, they are looking at your website, but for some reason, you can't seem to get a response. We've all been there, right?

But hey, just because a promising prospect went cold on you doesn't mean they are dead. You can always revive old opportunities by warming them up and putting them back into your sales campaigns.

Hi {recipient name},

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

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

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

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



4. THE COLD EMAIL WITH SOCIAL PROOF TO WIN OVER PROSPECTS

Just by rattling about the benefits of your product isn't going to entice prospects to spend their precious time with you. You need to build credibility with the prospect, for them to take you seriously and consider buying from you. And one of the ways to do that is by adding social proof in your cold email.

Mention the names of your well-known customers who share the same buyer's persona, pain, and priorities. You can also mention your investors or shared LinkedIn connections to win your recipient's trust.

Hi {recipient's name},

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

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

{benefit 1}

{benefit 2}

{benefit 3}

And much more

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



5. THE COLD EMAIL WITH USEFUL (HELPFUL) RESOURCES

When you get emails from a stranger asking for your precious time, do you oblige? Well, in most cases, we don't. That's the case with your recipients as well, where you are the stranger to them.

So instead of always asking for the lead's time, share some useful resources that will help them learn more about your solution. Send some of your best blogs that they can consume and also share on their social network. If they like what they see, they will also give you a time to call.

Hi {recipient name},

{congratulate them on their recent success}

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

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

{resource 1}

{resource 2}

{resource 3}

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



6. THE COLD EMAIL WITH STATISTICAL INFORMATION

Sharing some helpful information about the prospect's industry not only grabs their attention but also creates a hook to introduce your solution.

Hi {recipient name},

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

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

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

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



7. THE GENERIC COLD EMAIL TEMPLATE

Yes, personalized emails works. But it's also time-consuming.

Your outreach lead list not only has decision makers but also involves influencers and the ones below them. And when you send out emails to the latter group, you don't necessarily have to hyper-personalize it.

Here's an example of one of our generic cold emails.

Hi {recipient name},

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

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

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

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

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



These 7 cold 'situational' email templates are a great starting point to send emails to your leads. Get creative and add your own spin to make it your own.

But always remember, cold emails are most effective when they are personalized to the recipients. When you take the time to learn about your prospects and personalize your emails, you will see better results.

Try out your new cold email templates with Octobox, visit www.octobox.co to sign up

