

25+ SALES EMAIL TEMPLATES

For you to use while
sales prospecting everyday



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Congratulatory prospecting email

Hey (*Prospect-Name*),

Congratulations on your company's recent funding.

What you're doing is going to be a ground-breaking change for the (industry name)

I'm looking forward to seeing how the funding is going to help you achieve this faster with even more resources.

Best regards,
(*Your-Name*)

Provide valuable information

Hey (*Prospect-Name*),

I just wanted to say that your website is great, with wonderful visuals that complement the content that you have. I've shared it with some people I know who would love to learn more about your (product or service).

(State a striking characteristic from their website or point out a mistake subtly)

I noticed something that you could do better: optimize your SEO to rank better on search engines. This is simple. I'd love to provide you with some insights via either email or a quick chat.

I look forward to hearing from you

Regards,
(*Your-Name*)

Help them out

Hey (*Prospect-Name*),

I'm glad I found your product. My team has found it very useful and we're planning to buy more seats in the coming future and guess what? I'm definitely going to be recommending your product to people I know.

Although, your website is a little hard to come by and I found it listed at the (mention SERP position) for (mention the keyword).

This isn't really my area of expertise, but I'd love to connect you with somebody who knows about this. Would you be interested in a quick introduction?

Best regards,
(*Your-Name*)

Talk about their customers

Hey (Prospect-Name),

I had the pleasure of connecting with two of your customers (mention both customer names and/or company names) and they had excellent things to say about you.

Your software has contributed to the huge growth of their businesses.

How do you pull this off? I'd love to know more!

Regards,
(*Your-Name*)

Send some valuable content

Hey (*Prospect-Name*)

I recently read one of your articles titled (article name) and it was excellent. With some extensive digging, I found that there's an ebook that covers this topic extensively.

Have you thought about placing your ebook in the article itself? That'll make it more visible and more importantly, more accessible making more visitors download it.

Here's an article for you to learn more about how you can do this: (article link)

Looking forward to hearing your thoughts.

Regards,
(*Your-Name*)

Safety tips

Sub: We are here to support you

Hey *(Prospect-Name)*,

With the *(crisis name)* crisis looming large over businesses, the onus is on us to take relevant safety measures and be mindful of our next steps. We will monitor the global situation and offer continued support to our employees, customers, and other stakeholders as needed. Your *(health/safety)* is a priority for us, so you can read more about our business preparedness and our safety measures here *(provide link to business preparedness docket or landing page)*.

We have implemented the following measures to support you:

- Reach our customer support teams at *(provide phone number)*.
- Our customer service team is working round the clock to respond to any queries or concerns you may have about your booking.
- While there may be a delay due to volume of requests pouring in, we will attend to every request without fail.
- For any cancellations, we will provide *(your company name)* credit that you can use for future bookings.
- Our refund policy has been updated and you can take a look at it here *(link)*.

You have our pledge that you will have our continued support. For further queries regarding our crisis preparedness, please write to us at *(support email ID)*.

Stay safe.

Regards,
(Your-Name)

Check-in email

Sub: How are you doing today, (Prospect-Name)

Good morning *(Prospect-Name)*,

I was wondering if you had a chance to go through my previous email.

I understand that these are unprecedented times, with people and businesses still learning to cope with the situation.

Let's learn and work together.

I want to make time for us to connect.

Can we have a 15 minute conversation on (date) at (time).

Take care and be safe. I'll wait for your response.

Regards,
(Your-Name)

Steps your business is taking to sail through this period

Sub: We are here for you through thick and thin

Hi *(Prospect-Name)*,

As the reality of the crisis starts to sink in, it may have changed the way of life and work for many of us. I wanted to check in and see how you are doing and if your family is safe.

While we live in unprecedented times, it is best if we all collectively exercise caution, read reliable news, and stay indoors.

While we wait for this crisis to pass, I wanted to let you know (include what steps your business is taking at the moment/how the industry is faring)

We can reconnect over a video call or phone call if you have any questions.

Stay safe.

Regards,
(Your-Name)

Weave-in content with context

Sub: Tips to work better during a crisis

Hey (*Prospect-Name*),

Hope you are doing well in spite of this challenging time.
And I also hope that you are staying safe and staying remote.

If you are already a business that has embraced work from home in the past, then it will be a walk in the park. But if you are experimenting with this because of this unprecedented crisis, then we have some tips on how your company can switch to work-from-home mode.

- Keep your employees updated on what's happening.
The more well-documented everything is, the easier it will be to follow up on tasks;
- Set up remote working tools such as Zoom, Slack, and Google Suite to ensure there is no hiccup in productivity;
- Hold regular catch-ups to speak with your team members and improve their morale;
- Account for time differences between regions, both while contacting people and while setting deadlines;
- Change KPIs if your business is suddenly impacted by the crisis and don't expect employees to meet targets set earlier;
- Make sure that your remote agents have every resource they might need when it comes to working and learning about new things.

To stay informed during this period you can reach out to us at ([contact details](#)) or read more here ([resource-link](#)).

Regards,
(*Your-Name*)

Personalizing emails to decision-makers

Hi *(Prospect-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 another 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.

(Prospect-Name), could we spend 15 mins this week to chat about this?

Regards,
(Your-Name)

Reaching out to your competitors' customers

Hi *(Prospect-Name)*,

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

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

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

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

Regards,
(Your-Name)

Building credibility with social proof

Hi *(Prospect-Name)*,

My name is *(salesperson's name)* and I am the *(designation)* for *(your company name)* in the *(region of the prospect)*. *(a sentence about what your company does)* *(customer 1, 2, 3)* have all moved to *(your product)* in Q3 to help with:

1. *(benefit 1)*
2. *(benefit 2)*
3. *(benefit 3)*

And much more.

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

Regards,
(Your-Name)

Reconnecting with warm leads

Hi *(Prospect-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 they've used 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, *(Prospect-Name)*?

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

Regards,
(Your-Name)

Sharing helpful resources

Hi *(Prospect-Name)*,

(congratulate them on their recent success)

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

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

1. *(resource 1)*
2. *(resource 2)*
3. *(resource 3)*

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

Regards,
(Your-Name)

Information about the changing industry trend

Hi *(Prospect-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)*.

(Prospect-Name), would it be possible if we could get on a short 10-minute call on Friday at 2:00 pm?

Regards,
(Your-Name)

Generic email

Hi *(Prospect-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))

Regards,
(Your-Name)

Sales introduction email

Hi *(first-name)*,

I went through your website and I feel you are trying to (achieve a certain goal).
I am not going to make assumptions about them, but I will tell you this: (your product) can surely help you boost your growth and play a crucial role in the success of your business.

If you are not aware of (company name), we make products that help businesses in the (prospect domain name) space in the following ways:

(present two to three crucial goals)

I'd be happy to have a quick call with you in the next few days with you to discuss (a sales or business plan) for your company.

Best Regards,
(Your-Name)
(designation)
(Phone number)

Email subject lines

- Have you considered....?
- Are you meeting your targets?
- Feedback for your blog
- Some great tips you can follow to optimize your KPIs
- For our customers only
- Here's an exclusive offer for you
- My gift to you for your valuable support
- Here's your invitation

Email opening lines

- Is (product X or something relevant) important for you?
- Did you know (present some mind-boggling statistic)?
- What do you think about this (something you know they have checked out)?
- How happy would you be if your business achieved (a particular goal)?
- You did (mention what they did) on your LinkedIn profile yesterday. May I know why?
- I'm here to make your life easy. How can I help?
- I came across your company recently... (drive your email around this)
- Congratulations on your new job!
- Here are some suggestions I have for you on how you can drive extra growth for your company.
- I noticed your competitor (name of the company) highlighted in the news for (reason why they're in the news)
- Hey there, I loved your (mention the name of their article, or social media post on Facebook, LinkedIn or Twitter).
- I loved your insights at this (mention webinar or summit name)
- I've been hoping to get some insights from you based on...

Inbound sales email template

Hi *(Prospect-Name)*,

You recently visited our website and downloaded (name of content piece).
Did you download the piece generally or do you want a solid cost-saving solution for it?

I did some research on your company and I have some tips you can use:

- Tip #1
- Tip #2
- Tip #3....
- (as many tips as you want to offer)

I hope this will help you out.

Best regards,
(Your-Name)

Repeated website visits

Hi *(Prospect-Name)*,

I recently found that you and some colleagues at (the name of their company) have visited our website and are looking to (what they have done on your website).

I was intrigued to find out what you were looking for and how I can be of help.

I can suggest that (give them a suggestion based on what they are looking for or have clicked on repeatedly).

Would you be available for a 10-minute chat sometime soon?

Looking forward to hearing from you,
(Your-Name)

Quick follow-up email

Hi *(Prospect-Name)*,

I'm writing this email to follow-up on my previous one and I haven't heard back from you.

I'd love to have a quick conversation with you sometime soon. Let me know how we can take this forward.

It'd also be awesome if you could connect me with the most appropriate person for me to talk to regarding this.

Thanks and regards,
(Your-Name)

Closing their record

Hi *(Prospect-Name)*,

Just following up with you with regards to the email I sent you a couple of weeks ago.

Since I haven't heard from you in some time, I assume that you are busy or not interested. If you aren't interested, can I go ahead and close your record?

If you are interested, then awesome. How can we take this forward?

Thanks,
(Your-Name)

Update to a follow-up

Hi *(Prospect-Name)*,

I just wanted to follow up with you on our previous conversation. I have to update your record with our most recent conversation and since there isn't any, I don't think it makes sense to continue our conversation.

What do you think can be a possible next step?

Best,
(Your-Name)

06

Holiday email templates

Use emojis to stand out

Sub: Not that gift 📺 or this one 📺

Hey (*Prospect-Name*),

It's that time again - it's important to honor that sacred workplace tradition: the office Secret Santa.

While I can't help you choose the best Christmas sweater or fridge souvenir for your colleague, I have something better than that!

If you buy before December 31, I can offer you a special discount of (amount) for (your product). (Product name) can help you (main pain-point and solution, i.e., convert 23% more trials to paying customers)).

Impress your boss and your team, and save money on a gift that will actually move the needle for your company.

Hit a reply to this email and let me know if you'd like to take advantage of this offer today?

Happy Holidays,
(*Your-Name*)

Use discounts to create a sense of urgency

Sub: Surprise your team with something better than a fridge magnet

Hey (*Prospect-Name*),

It's that time again - it's important to honor that sacred workplace tradition: the office Secret Santa.

While I can't help you choose the best Christmas sweater or fridge souvenir for your colleague, I have something better than that!

If you buy before December 31, I can offer you a special discount of (insert your discount) for (your product). (Product name) can help you (main pain point and solution (i.e., convert 23% more trials to paying customers)).

Impress your boss and your team, and save money on a gift that will actually move the needle for your company.

Hit a reply to this email and let me know if you'd like to take advantage of this offer today?

Happy Holidays,
(*Your-Name*)

Thanksgiving email

Sub: It's a pleasure working with you

Hey (*Prospect-Name*),

I wanted to take the time to let you know that I appreciate working with you, and I'm glad that you spent the time to learn more about (insert your company name).

Happy Thanksgiving, and please let me know if I can do anything to help you with (your field of expertise, i.e., marketing, sales, support, etc.) or otherwise.

Best regards,
(*Your-Name*)

Ask for a better time to follow-up

Sub: Should I get in touch with you after the holidays?

Hey *(Prospect-Name)*,

I know that Christmas and the holiday season can be a sensitive time for some of us.

(product name) could help you with *(main problem)*, but I'd understand if you don't want me to send any reminders during that period. We can always continue the conversations in the new year 😊

Let me know if I can get in touch with you after the holidays?

Thanks,
(Your-Name)

Remind them to spend any leftover budget

Sub: A holiday idea for that use-it-or-lose-it budget

Hey *(Prospect-Name)*,

Do you have any residual budget?

Just a quick reminder that any budget surplus will disappear at the end of the year, in precisely XX days. You have to spend any leftover funds before that date, or they get absorbed in the new year or reallocated to someone else.

I'd love to give you some ideas on how to put this budget to good use. Let's talk about how *(product-name)* can help you with *(greatest-pain)* while solving your extra budget challenge in one fell swoop.

What would be a good time to talk this week?

Thanks,
(Your-Name)

Help your prospects plan

Sub: Your Holiday On-boarding Plan

Hey *(Prospect-Name)*,

I know this is a hectic time of year, as you're trying to get some real work done between your ugly sweater office party and the best pie contest. To help us keep things more organized and committed to solving (#1 problem that you aim to solve with this project), I put together this holiday onboarding plan for you:

- (Step) (Deadline)
- (Step) (Deadline)
- (Step) (Deadline)

Let me know if you have any questions regarding these steps?
You can always book a call with me to discuss any challenges.

Thanks,
(Your-Name)

Annual wrap-up email

Sub: Your Holiday Onboarding Plan

Hey *(Prospect-Name)*,

Thank you for being our customer for (insert time) already!

Before you start planning your New Year's resolution, I wanted to briefly share the things that we did at (Company) in the last 12 months.

- (Feature 1 with an animated GIF or video demonstrating how the feature works)
- (Feature 2 with an animated GIF or video demonstrating how the feature works)
- (Feature 3 with an animated GIF or video demonstrating how the feature works)

In the new year, we plan to focus on (new features that solve a specific problem).

I think we can all agree that (product or service) is a great fit for you, and I just wanted to remind you that if you upgrade to an annual plan before December 31, we're going to give you (XX%) off on top of our regular annual discounts.

If you'd like to learn more, grab some time on my calendar by clicking here.

Best Regards,
(Your-Name)



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