



Prospecting Email Templates to Improve Open and Click-through Rates

1 Introduce yourself

Hi {First Name},

I am {your name} from {company name} and I'm working with universities across the globe. They face the challenge of streamlining student queries across channels (web, email, phone, social). I thought that as you are the {title}, you might think of strategies for the same.

We have helped {competition} enhance the digital experience of students with our AI-powered highly automated, easy to use<product category>!

I would love to share how we achieved 98% student satisfaction for them. Would you have 15 minutes this week for a Zoom call?

P.S.{your product} was awarded the <industry award> in 2019

Regards,
{Your name}

2 Get a referral

Hi {First Name},

I was in conversation with { insert referrer's name} regarding ideas to enhance IT service using technology and she told me you are the best person for this.

I work with {mention the industry} firms to revamp their IT service desk to make it more efficient and user friendly.

Our clients like {mention competitors or similar industry players} have leveraged our technology to {mention benefits your product brings them}.

I would love to understand your {industry} strategy and see if we can replicate this success for {prospect's company}. Can we speak tomorrow or the coming week for 10 minutes?

Regards,
{Your name}

3 Reference a company announcement

Hi {First Name},

Congratulations on your promotion to the position of {mention the designation}. I was impressed with your career spanning more than ____years in the {vertical} function! Must have been a great experience to see marketing evolve over the years with technology.

{First Name}, I am working with marketing leaders in {industry} firms to enable {mention benefits}. I would love to discuss this further over a call. Would you be free tomorrow at 2:00 pm for a 15 minute call?

Regards,
{Your Name}

4 Establish credibility

Hi {First Name},

I have worked with many {organisations} across the globe and thought we could add value to {prospect's company} as well.

To put it in simple terms, I work for a {reputed name}-backed firm, {your company name} where I help {target audience} move away from {outdated trend} to {current trend}.

I would love to introduce {your product} for you to evaluate if we can match your requirements/goals to improve digital student interactions. Can we speak sometime soon?

Regards,
{Your name}

5 Research your prospect on social media

Hi {First name},

From your LinkedIn profile, I saw that you manage the IT Service desk operations at ____ . I am reaching out to you because with {mention industry trend} gaining momentum, a {mention your product category} solution has become the top priority for your peers across industries.

An easy-to-configure and access-from-anywhere software keeps your agents happy and significantly improves agent productivity. We recently worked with {competitor's names} on similar lines.

Is this a priority for you to stay on top of your KPIs? If so, what's the best way to get 15 mins of your time?

PS: If you aren't the right person, please direct me to one

Regards,
{Your name}

6 Reach out to existing customers for a new product

Hi {First Name},

I work with many {decision makers} in the {relevant} industry and understand the challenges they face in IT service operations.

You've been using our customer service software for over two years now and given the recent expansion of your office in new cities, I feel using a customer relationship management software can help your sales teams keep your data in one place and convert more leads.

I'm really curious to understand your current sales goals, challenges and share insights on how Freshsales can impact your day to day operations at {{company}}.

Can we have a no-obligation call around this sometime this week?

P.S. Here is a short 7-minute explainer about Freshsales

Regards,
{Your name}

7 Don't forget to follow up

Hi {First Name},

Did you have a chance to read my previous email?

Look forward to hearing from you soon.

Regards,
{Your Name}

8 Second follow-up is key

Hi {First Name},

Not sure if you had a chance to read my previous emails.

I have been persistently trying to reach you as I work with professionals like yourself in {industry} to streamline/automate their {function} and I am confident we can replicate this success for {prospect's company}.

Here is how we have helped our clients with {function}: {Include link to Customer testimonials 2-min video}.

Would you be able to squeeze in 5 minutes this week in your calendar for a chat around this?

I look forward to hearing something from you soon!

Regards,
{Your Name}

9 Warm up cold leads

Hi {first_name},

I have been trying to reach you for two weeks but did not get a chance to speak with you.

Would you be able to spare 5-minutes to hop on a call so that I could explain why I have been trying to get in touch?

P.S. Here is how education firms leverage {your product}: {resource link}

Regards,
{Your Name}