Linked in SALES NAVIGATOR

5 Sales email templates that really work



Approach with caution. You want to come across as having TIP done your homework, not creepy.

SUBJECT

Hi Prospect Name, Our mutual connection, [connection name], and

Prospect Name, Jessie recommended I reach out

I were talking recently about [hot topic]. She said you were an expert on this issue. I'm writing an article about [hot topic] because it's relevant, timely, yet confusing to many of my customers. Can I include your perspective, Prospect Name ? Regards, [Your Name]

of B2B buyers appreciate it when a salesperson contacts them with relevant information.

MESSAGE

The "problem solver" email



SUBJECT Prospect Name, How to put an end to [problem]

Your LinkedIn post discussing how your

company is struggling to overcome [problem]

made me think of others I know experiencing

What seems to work is when companies tackle

Hi Prospect Name,

the same frustration.

these three core issues:

• Manual processes





• Unawareness about the latest options Prospect Name, let me know if you'd like me to

· Lack of integrated systems

send an eBook my company put together that spells out how to effectively address these issues. Regards, [Your Name]

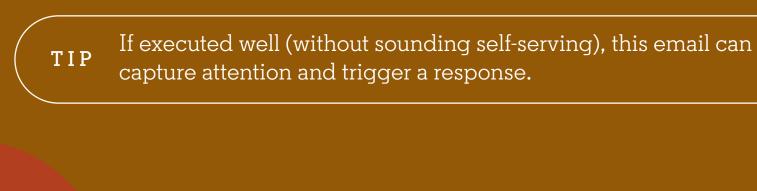
Use the power of peer influence: Highlight a similar company/customer, and show how your solution made a difference.

on peer

of B2B buyers rely

recommendations

The "case study" email





Prospect Name, Here's how to drive X% higher revenues

4]%

on case studies when

purchasing decision.

making a final

MESSAGE Hi Prospect Name,

Regards,

[Your Name]

The more exclusive or insightful the offer, the more valuable

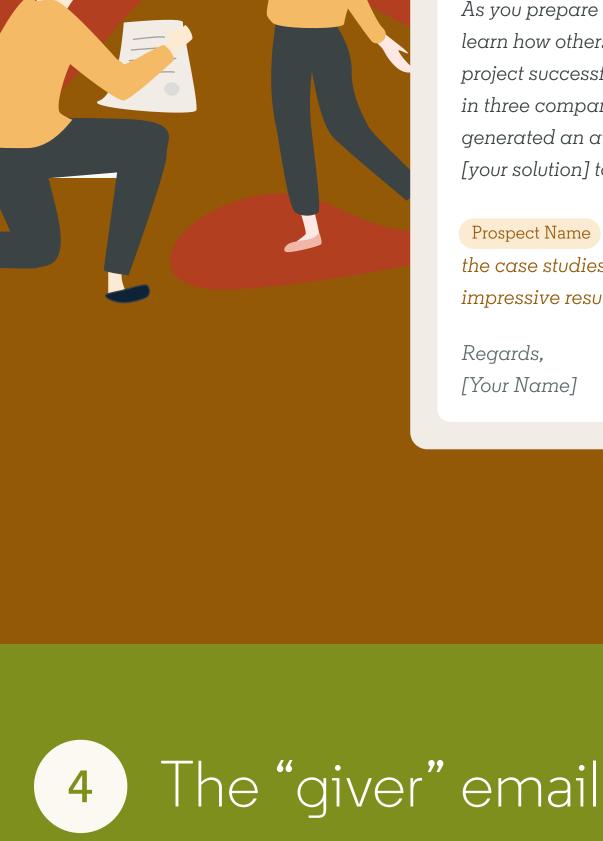
SUBJECT

MESSAGE

Hi Prospect Name,

important endeavor!

SUBJECT



ΤΙΡ

generated an average of 17% higher revenues by using [your solution] to power their new processes. Prospect Name, let me know if you'd like me to forward the case studies detailing how they achieved such impressive results.

in three companies very similar to yours that

Your latest company blog post showcases your

As you prepare to move forward, you'll be interested to

learn how others in your position pulled off the same

project successfully. In fact, I know of [prospect's role]

strategic initiative to do [intiative name].

Congratulations on spearheading such an

Few people will turn down a free offer. Focus on a giveaway, whether it's

Prospect Name, find out how your website stacks up

Your content-rich website is visually stunning, but

I ran a performance test that shows it might not

be loading quickly enough for your site visitors.

Would you like to see the results and how your

site compares to the competition?



an eBook, a free trial, or a free evaluation.

it will be perceived by the client.

Write the shortest email possible with bullet points, quickly

describing how your solution can benefit the prospect.

The "no-nonsense" email

Sometimes you need a straightforward message to drive a sale.

SUBJECT Prospect Name 1 , Prospect Name 2 , and Prospect Name 3 , thoughts on [product]? **MESSAGE** Hi Prospect Name 1 , Prospect Name 2 , and Prospect Name 3,

TIP

Now that you have trial-ed [product] for three months, I want to confirm you are experiencing the impact we discussed: • Less manual data entry • Faster financial closings

• More accurate monthly reports

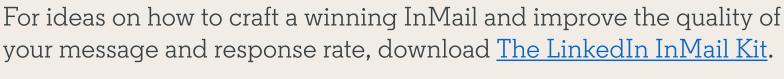
can take advantage of [product]?

What are next steps to get you signed up for an

enterprise license, so your entire finance team

Regards, [Your Name]

Don't forget the importance of following up. Be persistent, but respectful of your prospects' time and privacy.





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