



21 PROVEN SALES EMAIL TEMPLATES

That have seen an 80% response rate,
closed \$100,000 deals, and more!



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The Emails

We've provided context around each email so you know how to best use each one. You can see a suggested subject line at the top.

We suggest you use the templates as a starting point and tailor each email to your prospects' context. Don't send these emails as they are. You know it already, personalization is key.

First Touch Emails

The “Land a Meeting with Anyone” Email That Works 9 Out of 10 Times

Scenario: You're trying to find the decision maker in the company

Contributor: Bryan Kreuzberger, Founder of Breakthrough Email

This first touch email leverages existing corporate hierarchies to schedule your first meeting. Nine times out of ten, this template is all I need to book a meeting.

Appropriate Person

Hi [NAME],

I am writing in hopes of finding the appropriate person who handles [DEPARTMENT I.E. MEDIA]? I also wrote to [PERSON X, PERSON Y, AND PERSON Z] in that pursuit. If it makes sense to talk, let me know how your calendar looks.

VoodooVox helps increase the revenues of Fortune 500 companies by marketing to Spanish-speakers. Each month we reach 25 million Spanish speakers with an audio message they must hear. We insert 30 second audio and SMS advertisements into phone calls made on calling cards. The benefit to users is they make their call free. The benefit for our clients is they can increase store revenue by providing text message coupons. Typical redemption is 3%. You can measure results online and with store sales. Advertisements can target specific ethnic groups and geographies. Some clients include Burger King, P&G and Chili's.

If you are the appropriate person to speak with, what does your calendar look like? If not, who do you recommend I talk to?

Thanks,
[Signature]

What this Email Does Well:

- Has a short and intriguing subject line
- Quickly states the purpose and clearly specifies what you want them to do
- Answers any questions they might have, enough to get them to say yes to your meeting
- Cites previous clients to demonstrate credibility
- Provides a final call to action
- Ends by giving the reader the opportunity to delegate to the appropriate person

The “Congrats On the New Role” Email That Got a Prospect to Ask for a Meeting

Scenario: When you learn that the prospect is new in their role

Contributor: Caroline Ostrander, Business Development Rep at HubSpot

Caroline saw that a prospect had just started in their role and decided to reach out to immediately build rapport. The result? The prospect ended up asking her for a meeting.

congrats on the new role. re: call follow-up.

Hi [Prospect],

Just left a quick message at the office for you. I chuckled a little bit when I got an automated email this morning from your predecessor, [NAME OF PREDECESSOR] who we worked with briefly, and before him, [OTHER FORMER COWORKER NAME], who we worked with as well.

First and foremost, congrats on coming into this new role! I'm sure you've got a lot going on - so this conversation might be timely or not. If you're stressed, this is my go-to :)

My role here is working with businesses (in the area) on how they can effectively and efficiently drive more traffic to their website, increase conversions, and nurture leads into customers.

How has your first month kicked off so far?

- Caroline

What this email does well:

- References previous efforts trying to help the company and mentions his co-worker's names
- Leverages a trigger event of her prospect getting a new job
- Relates to the prospect by suggesting that taking a new role is stressful
- Very lightly introduces her expertise
- Does NOT ask for a time on his calendar and instead asks an open-ended question designed to get a response

Follow Up Emails

The “Still Interested?” Email That Closed a \$100,000 Deal with a Client That Went Dark

Scenario: When a prospect goes dark and you get a notification showing they might be interested again

Contributor: Mack McGee, Executive VP & Principal at Groove

Mack McGee was sure he would land a contract with a prestigious client, but they suddenly fell off the map. After multiple follow ups and no response, he gave up. Nine months later, he received a HubSpot Sales email tracking notification indicating that this lead from nine months ago had reopened his last email. Mack sent him the follow up email below which ended up closing a \$100,000 deal he thought he had lost.

Still interested?

{CONTACT.FIRSTNAME},

Hope all is well. I had put a reminder in to check-in with you to see how things were going with the [NAME OF CAMPAIGN] initiatives. We had discussed a potential partnership a few months ago, but hadn't been able to formalize our recommended engagement.

We would love to catch up and see if there are any opportunities to engage with you and help with your [DEPARTMENT (eCommerce, marketing, etc.)] strategy. Let me know if you have some time to reconnect this week and catch up business owner to business owner on where you see things and I can provide some ideas on where we can help.

Look forward to hearing from you.

{CONTACT.OWNER_NAME}

What this Email Does Well:

- References a campaign initiative the prospect shared with him
- Reminds the prospect of what they discussed before
- Focuses on finding a way to help them, not finding out if they want to buy

The “I Just Called You” Email That Gets an 80% Response Rate within 24 Hours

Scenario: After leaving a voicemail

Contributor: Colleen Francis, Owner of Engage Selling Solutions

You tried calling, but your prospect didn't pick up. To improve your chances of hearing back, send the follow-up email below immediately after leaving a voicemail and specify a specific date and time for the next call. This works because clients aren't always at their desks to take calls. The email is short and directive, making it easy to read and respond to. Prospects can answer with a short response from their phone. The email has an 80% response rate within 24 hours.

Sorry I missed you

Hi (Name),

Sorry I missed you on the phone today, I was calling because.... (leave a one sentence reason for your call, or the name of the referral / event that introduced you)

In my voice mail, I mentioned that I will call you back on [DATE] at [TIME] and of course you can always reach me before then at [YOUR PHONE NUMBER].

I look forward to connecting.

Cheers,
[YOUR NAME]

What this Email Does Well:

- Shows the prospect that you follow through
- Gives the prospect the option to get back to you via email instead of calling back
- Let's the prospect know when you'll follow up again

The “Learn More” Email That Opens Up The Dialogue for Another Conversation

Scenario: When your first conversation didn't uncover a lot of information

Contributor: Dave Kurlan, CEO of Kurlan & Associates, Author of Baseline Selling

If your first conversation didn't uncover a lot of information, you can open up the dialogue to speak more about their challenges using this email.

Your challenges

Hi [NAME],

Thanks for taking the time to share a little about [COMPANY], as well as the goals and challenges you face.

If you would like to learn how other companies are dealing with challenges like yours, I would be happy to schedule a call. We could also talk a bit more about your challenges and determine whether or not I might be able to offer some help.

If you would like to talk some more, use the convenient link below to directly schedule a time on the calendar for us to speak.

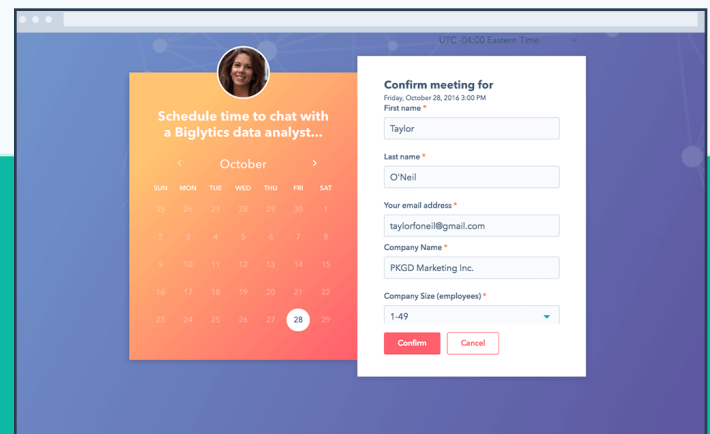
[Link to calendar created using Meetings Tool]

Best,

What this Email Does Well:

- Focuses on making sure you can help them instead of selling
- Makes it easy for them to get in touch and schedule a meeting

Create a link for prospects to easily schedule a call with you using the Meetings tool in HubSpot Sales.



The “Next Step” Email That Creates Urgency

Scenario: When you don't know the next step

Contributor: Bryan Kreuzberger, Founder of Breakthrough Email

You might've gotten a response to your email, or got on a call, but didn't set up the next steps to keep the conversation going. These two emails can help you get back on track.

Update?

[Name],

I'm writing to follow up on our last conversation. My boss asked me for an update on your account. I told him I didn't have one.

I'm not sure what makes sense to continue the conversation. What makes sense as a next step, if any?

[Signature]

What this Email Does Well:

- Creates urgency
- Makes a clear request for next steps
- People can relate to having a boss and needing to provide answers to their questions
- Avoids selling the person and instead gently pushes the person for input and to set up the next step

The “Curious Why You Didn’t Buy” Email That Increased Conversion Rates by 1,100%

Scenario: When you give a demo but the prospect doesn’t purchase

Contributor: Amanda Holmes, CEO Chet Holmes International

This template was created when Amanda didn’t see the sales she expected after one of her webinars and was trying to figure out why. So she decided to ask.

This email converted more sales than all of her other webinar follow ups combined and increased her conversion rate by 1,100%.

Just curious

Dear [PROSPECT],

I noticed that during the “double sales training” you didn’t purchase the “Institute” product at the end. And we’d love to know why.

I have no intention of trying to sell you anything, but we do want to make sure that we’re hitting the mark with our customers.

Any feedback you can give us would help.

Were you not clear on what you were getting? Is there somewhere else in your business that you need to focus? Was it too expensive? Or is your business smooth sailing?

If you respond we’ll send you a pdf on Dialing for Dollars - Chet’s checklist for influence over the phone to thank you for your time spent. Please respond to this email with your reason why you didn’t purchase and we’ll send that over.

Best,
[YOUR NAME]

What this Email Does Well:

- Explains why they’re getting the email
- Reassures them you have no intention of selling them
- Asks for them to share feedback, people love to share their thoughts
- Prompts them with questions
- Gives them something in exchange for their time

The “Non-Annoying Follow Up” Email That Builds Rapport

Scenario: Following up after a conversation and continuing the dialogue

Contributor: Amanda Holmes, CEO Chet Holmes International

Amanda, her team of consultants, and her clients use this template every time they write a follow up letter. Amanda suggests you send a follow up within an hour of your meeting.

Enjoyed our chat

Dear [PROSPECT],

That was a great story you told about your daughter. In our next meeting, I have a similar story to tell you.

You certainly seem to have a great grasp on how to make your company succeed. They are lucky to have you.

With the economic challenges you face, however, our training is going to give you that extra push you need to take your staff skills to the next level. Imagine if you could shift the market's buying criteria completely in your favor. This approach improves everything you're already doing. Once again, it was great meeting you. I have a few ideas about other productivity issues that I know you will like.

Best,
[Salesperson]

What this Email Does Well:

- Explains why they're getting the email
- Reassures them you have no intention of selling them
- Asks for them to share feedback, people love to share their thoughts
- Prompts them with questions
- Gives them something in exchange for their time

The “Check Out This Useful Article” Email That Continues the Conversation

Scenario: You’ve already spoken with the prospect and want to provide value to keep the conversation going

Contributor: Jill Konrath, Sales Strategist and Author of bestselling books Agile Selling, SNAP Selling & Selling to Big Companies

The first time Jill used this strategy, she was not trying to get a response. She simply read an interesting article that was relevant to her prospect and she felt compelled to forward the article to him. He responded within the hour with a message asking for a meeting.

Article on _____

[NAME],

I don’t know if you saw this article that appeared today in [NEWS OUTLET]. It’s related to the issue we were talking about.

[LINK TO ARTICLE]

I hope you find it interesting.

[YOUR NAME]

What this Email Does Well:

- Explains context in the first two sentences
- Provides a link to a helpful article
- Closes with a simple “Hope you find it interesting,” and nothing more

The “In the Neighborhood” Email That Gets In-Person Meetings

Scenario: When you're in the same city as your prospect

Contributor: Scott Britton, Co-Founder of Troops

This email is great if you can't get a prospect to commit to a meeting or a deal is stalled.

Going tot be in town

Hey [name],

I'm actually going to be in Los Angeles in three weeks on business and have a few hours of downtime on Thursday and Friday.

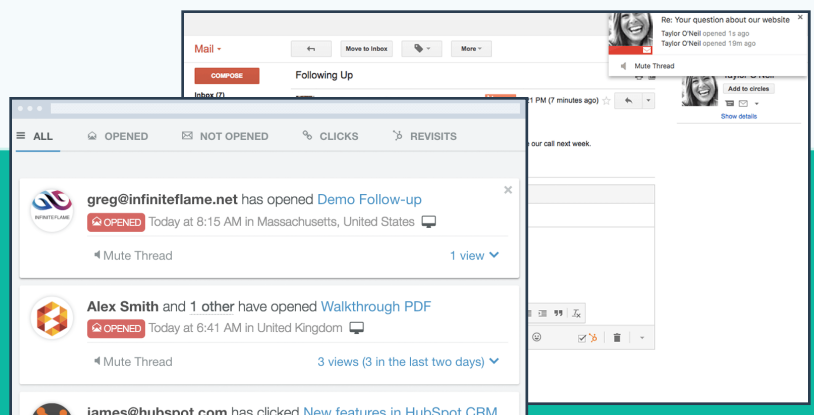
Do you have 30 minutes to connect on either day? I hear your offices are pretty cool and it'd be great to finally meet in person.

Best,
[YOUR NAME]

What this Email Does Well:

- Creates an opportunity for a more concrete, in-person connection
- Lets the prospect know exactly how much time it'll take

Know when prospects open your emails with the Email Tracking tool in HubSpot Sales.



The “Follow-Up Set Up” Email That Gets a 50% Response Rate

Scenario: When they ask you to follow up at a later date.

Contributor: Bryan Kreuzberger, Founder of Breakthrough Email

The prospect isn't always ready to buy when you want them to but may ask you to follow up again later down the line. To speed up your sales cycle and increase the likelihood of reconnecting, schedule the meeting right away.

Calendar in August?

Name,

Thanks for getting back to me so quickly. I really appreciate it.

I'd be happy to reach back out in August.

Does it make sense to schedule something tentative on our calendar to connect? That way we can save time by not having to go back and forth.

How does your calendar look in August? What would be a good week or day for us to connect?

Thanks for your help. I look forward to talking.

What this Email Does Well:

- Prevents the prospect from delaying further conversation
- Gives a clear call to action to set up a meeting

The “What Would Need to Change” Email That Gets a 30% Response Rate

Scenario: When they aren't interested at this time

Contributor: Bryan Kreuzberger, Founder of Breakthrough Email

If someone says not at this time, it means that right now is not appropriate. So you need to figure out is what needs to change for it to be appropriate.

They might say, “We are not interested at this time. If anything changes, I will let you know.”

Quick question...

Name,

Thanks for the quick response. Since it doesn't make sense to talk, I have one quick question. What would need to change in the future for it to make sense for us to talk?

Thanks for your feedback,
[Signature]

What this Email Does Well:

- Doesn't try to sell and simply asks for feedback
- Short and sweet

The “Keeping Your Information Counter” Email That Gets a 30% Response Rate

Scenario: When they offer to keep your information on file

Contributor: Bryan Kreuzberger, Founder of Breakthrough Email

In this case, the prospect might say, “Thanks for writing. I will keep your information on file. I will reach out if something changes.” Most of the time, they’re indirectly telling you they aren’t interested, but sometimes they just aren’t ready to talk yet.

Note from Bryan: I have never heard back from someone who said they will keep my information on file. I used to think that some day if I was patient they would come calling. Silly me.

Keeping information on file

Name,

Thanks for the quick response. I’ve found that when people say they will keep my information on file, typically it’s just a polite way of saying they aren’t interested. If that is the case, do I have your permission to close your file?

If it is a timing issue, what would need to change in the future for it to make sense to talk?

Thanks for your feedback.

[Signature]

What this Email Does Well:

- Approaches the lack of interest directly
- Gives the prospect the option to close off communication
- Opens up the possibility to speak again if anything changes.

The “I Feel Like a Stalker” Email That Got a 70% Response Rate and Booked 30+ Silicon Valley Executives

Scenario: Your prospect hasn't responded after multiple follow up emails

Contributor: Lloyed Lobo, Co-Founder of Traction Conf and Head of Growth at Speakeasy.co

Lloyed had emailed and followed up with 250+ Silicon Valley executives to book them to speak at his conference. He had five days to contact everyone and fill up the speaker line-up. After the initial invitation and multiple follow ups, he had one more trick up his sleeve and was able to book Silicon Valley executives such as:

- CEO of Zenefits, Parker Conrad
- CMO of Slack, Bill Macaitis
- Co-founder of EventBrite, Julia Hertz
- COO of Evernote, Linda Kozlowski

It's one of these three things

Hey [NAME],

How's it going?

I feel horrible troubling you and I'm starting to feel like a stalker. Much appreciated if you can let me know if you'd [CALL TO ACTION]. If not, I won't send you another email.

Here's the most recent updated list of [PEOPLE / COMPANIES] I've worked with: [LIST OF COMPANIES / PEOPLE].

Cheers,
[YOUR NAME]

What this Email Does Well:

- Takes a slightly humorous approach by pointing out how much he has emailed them
- Lets them easily say “no”
- Provides social proof of other people he has booked

The “Permission to Close Your File” Email That Gets a 76% Response Rate

Scenario: When prospects completely stop responding to your emails

Contributor: Bryan Kreuzberger, Founder of Breakthrough Email

Only use this email if you follow up with someone two or three times and don't hear back. If used incorrectly, it may come off as threatening. The goal here is to re-connect with people who have completely halted communication with you. You shouldn't use this email if you're trying to start a relationship.

I'm starting to feel like a stalker

[Name],

I'm writing to follow up on my email and voicemail. We are in the process of closing files for the month. Typically when I haven't heard back from someone it means they are either really busy or aren't interested. If you aren't interested, do I have your permission to close your file?

If you are still interested, what do you recommend as a next step?

Thanks for your help.

[Signature]

What this Email Does Well:

- The subject line plays on the idea that no one knows what “close your file” means, so it builds the desire to open the email
- Provides the prospect with an easy way out so they don't feel bad for not responding
- Asks the prospect to set the next steps so they make a small commitment
- Thanks the prospect for helping - people like helping other people

The “Looking for Input” Email To Learn From Lost Opportunities

Scenario: You asked for permission to close their file and they said yes

Contributor: Bryan Kreuzberger, Founder of Breakthrough Email

What do you do once someone says no to you? It's a learning opportunity. The email below is an example of how you can respond.

Your file is closed

[Name],

Thanks for your email. I closed your file. Since it is over, I have a quick question. Why is it you aren't interested? Was it something I did?

If there is anyway I can improve, let me know. I'm always looking for input.

Thanks for your help,
[Signature]

What this Email Does Well:

- Subject line makes it clear that it isn't a sales email
- Lets them know it's over and that you've heard them say “no”
- Asks a short, easy-to-answer question

A Full Email Sequence That Closed \$100,000 in 30 Days

From First Touch, to Follow Up, to Break Up.

We've gone over different types of emails to send at different stages of communication. Now we'll provide an example of an email sequence that an agency in the healthcare industry used to open up communication, follow up, and close the communication loop. This sequence closed \$100,000 in just 30 days.

Contributor: Matthew Scott, Creative Director at FEED Agency

Matthew automated his follow up with prospects by putting the following emails into a sequence using the Sequences tool in HubSpot Sales.

No.1: The "Free to Chat?" Email That Opens Up the Conversation

Free to chat?

Dr. [NAME],

Because I work so much within the [INDUSTRY NAME] industry, I constantly follow industry news. Recently I noticed that you've [COMPANY ACCOMPLISHMENT]. Congratulations!

Usually when that happens, [BUSINESS ISSUE] becomes a priority. That's why I thought you might be interested in finding out how we helped [WELL-KNOWN COMPANY OR COMPETITOR] get going quickly in their new direction – without any of the typical cookie cutter approaches to marketing.

Check out our previous campaigns here - [LINK TO RELEVANT CASE STUDY].

If you'd like to learn more, let's set up a quick call. Schedule 15 minutes here on my calendar - [Meetings Tool link].

Regards,
[NAME]

P.S. If you're not the right person to speak with, who do you recommend I talk to?

What this Email Does Well:

- Shows that they're paying attention to the prospect
- Demonstrates credibility by explaining that they helped another business with the same problem
- Shares case studies so the prospect can do their research if they're interested
- Provides a simple way for the prospect to schedule a meeting

No.2: The "Here's a Free Tool" Email That Provides Value to the Prospect

Free Physician Branding Tool

Hello Dr. [last name],

I'm following-up my previous email with free tool I think you'll love.

It's an brand analysis survey I created just for you (literally, your name is on it), that will help you understand how your practice is different from other doctors in [insert city they're in].

Click here to begin the brand differentiation analysis survey. When we speak, I'll benchmark your responses against the top physician brands around the country.

I'm sharing my calendar (click here) so we can schedule a convenient time to discuss.

Enjoy your weekend,

[NAME]

What this Email Does Well:

- Provides a free resource that could help the prospect
- Makes the prospect feel special by letting them know it was made just for them
- Makes it easy for the prospect to book a meeting by using the Meetings Tool in HubSpot Sales

No.3: The "Trying to Connect" Email That Understands the Prospect is Busy

Re: Trying to connect

Hi Dr. [last name],

I'm sorry we haven't been able to connect. Again, I know how hectic things can get at work and with family.

I would be available for a call during weekends or before or after work hours if that's easier for you. I don't mean to bug you, but I do want to help you manage your team so you can exceed your goals of [GOAL].

To schedule a time on my calendar, just click here.

Best,
[NAME]

What this Email Does Well:

- Lets the prospect know he isn't trying to pressure them or be pushy
- Shows that he wants it to be convenient for the prospect by offering to speak outside of work hours
- Continues to make it easy for the prospect to book a meeting using the Meetings Tool.

No.4: The "Permission to Close Your File" Email That Gracefully Closes the Loop

Permission to close your file?

Hi Dr. [last name],

I'm writing to follow up. We are in the process of closing files this month. Typically when I haven't heard back from someone it means they are either really busy or aren't interested. If you aren't interested do I have permission to close your file?

If you are still interested, what do you recommend as a next step?

Thanks for your help.

Regards,
[YOUR NAME]







What this Email Does Well:

- Lets the prospect know he won't bother them anymore, and also gives them another chance to connect if they truly have been too busy
- If interested, he asks the prospect to direct next steps to get some commitment

Find these templates useful?

Easily save and personalize these emails using the Templates tool in HubSpot Sales.

HubSpot Sales gives you and your team the power you need to manage your entire day in one platform, with tools that help you:

 <p>Unify Your Data:</p> <p>With a unified contact record, you'll no longer need to reference multiple systems and spreadsheets to run your entire sales process.</p>	 <p>Create and Share Email Templates</p> <p>Turn repetitive emails into templates, measure their performance, and share the best ones with your entire team.</p>
 <p>Follow Up Flawlessly</p> <p>Get notified the instant a prospect opens an email, clicks a link, or opens an attachment for a timely, relevant follow up</p>	 <p>Land More Meetings</p> <p>Eliminate back and forth emails and missed calls by sending a link that lets your leads pick a time that works for both of you.</p>
 <p>Make Deals, Not Data Entries</p> <p>Eliminate manual entry as every lead's contact info, email opens and clicks, and calls with you get logged automatically.</p>	 <p>Track Your Entire Pipeline</p> <p>Sync with HubSpot's free CRM to track deals won, lost, and in progress, and to see which reps are your best performers (and why).</p>

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