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# EASY-TO-USE SALES EMAIL TEMPLATES

salesforce essentials



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The most effective sales emails will pique a prospect's interest through carefully chosen words and information. While it's difficult to know what will resonate with recipients, the following templates have had proven success in starting conversations and keeping them moving. Whether you're looking for inspiration or just a new approach to your sales emails, these templates can help sales organizations get their messages across quickly and source more deals.

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# 1

## SALES INTRODUCTION: HIGHLIGHT CUSTOMER GOALS

Description: Introducing yourself to a prospect while highlighting how you'll help achieve their goals

Subject Line: {Company} can help you with {product's value prop}

Hi {Customer Name},

I want to introduce myself as your {account owner title} from {Company}. My goal for this message is to see if we can connect, so that we can discuss how {Customer Company} is {your product's value prop}. Part of my job is to help my customers in all three of these areas, with the ultimate goal of helping them achieve:

- {Goal 1}
- {Goal 2}
- {Goal 3}

Let me know if you have time to connect {insert calend.ly link} sometime this week or next. I would love to chat.

Thank you!  
{Your Name}  
{Your email}

# 2

## SALES INTRODUCTION: EMPHASIZE ROI

**Description:** Introducing yourself to a prospect while highlighting your product's ROI

**Subject Line:** You can drive +x% increase in ROI by switching to {Company}

Hi {Customer Name},

Looking for a {product} to help your {type of business, i.e., industry, size, use case} business take off? As part of the {Account Name} team here at {Company}, I get to work with many businesses like {Prospect Company} to help them {company mission}.

Our customers have experienced some of the following (to name a few):

- Increase in revenue by x%
- Increase in overall ROI by x%
- Increase in lead conversion by x%
- Increase in sales pipeline by x%

I'd love to schedule a time with you to get your reaction to the current research and how it applies to your business. When would be a good time to connect?

In the meantime, check out these resources to learn more: {X} and {X}.

Looking forward to connecting soon.

Thank you!  
{Your Name}  
{Your email}

# 3

## DEMO: VALUE PROPOSITION

**Description:** Alerting prospects to a product demo and how your product will help drive revenue

**Subject Line:** Looking for a way to {product's value proposition}?

Hi {Customer Name},

Want to discover new ways to {company mission} – and drive revenue? {Product} helps you {x}, {y}, and {z}.

Check it out yourself here: {demo link}.

I'd love to have a conversation about how {Product} can help your team. Please let me know when would be best for you.

Thank you!  
{Your Name}  
{Your email}

# 4

## DEMO: INTERACTIVE DEMO

**Description:** Introducing prospects to an interactive demo of your product

**Subject Line:** Get to know {product goal} with {Company}

Hi {Customer Name},

Interested in learning more about {company mission}? This interactive demo provides a simplified environment for you to walk through {Product}, explore some of its most popular functionality, and try your hand at some {product goal}.

Check it out here: {demo link}.

I'd love to have a conversation about how {Product} can help your team. Please let me know when would be best for you.

Thank you!  
{Your Name}  
{Your email}

# 5

## FOLLOWING UP WITH ADDITIONAL INFO

**Description:** Sharing assets or additional info with prospects

**Subject Line:** Getting started with {Product}

Hi {Customer Name},

I'm following up from our {phone call/last email} with the additional information as promised.

{INSERT TEXT WITH ADDITIONAL INFO}

I hope this information is helpful, but please feel free to reach out if you have further questions.

Thanks,  
{Your Name}  
{Your email}

# 6

## DETAILS ON AN UPCOMING MEETING

**Description:** Sharing meeting dial-in details for a product adoption call

**Subject Line:** {Product} Adoption Call

Hi {Customer Name},

As promised, please see the meeting dial-in details for our upcoming call below. The goal of this call is to help you further with {Your Product} and answer any questions you have.

Here are the GoToMeeting details for our call on {insert date/time}

{insert meeting details}

I'm looking forward to speaking with you soon.

Thanks,  
{Your Name}  
{Your email}

# 7

## WEBINAR: SHARE RECORDED WEBINAR

Description: Sharing a recorded webinar with clients and prospects

Subject Line: [Webinar] {Name of Webinar}

Hi {Customer Name},

As part of the {Account Name} team here at {Company}, I wanted to send over our latest webinar, {Webinar link}.

Tune in to hear an introduction to {Webinar topic}.

Watch now: {webinar link}

Hope you enjoy!

Regards,  
{Your Name}  
{Your email}

# 8

## WEBINAR: REGISTER FOR LIVE WEBINAR

**Description:** Sharing a live webinar with tips and tricks for getting started with your product

**Subject Line:** [{Date}: Live Webinar] {Name of Webinar}

Hi {Customer Name},

I wanted to share information about this new upcoming webinar. Feel free to click here to register: {webinar link}.

In this session, our {Expert} will share their best tips and tricks to get you started on {Product}.

Hope you enjoy!

Regards,  
{Your Name}  
{Your email}