



20 First Touch Sales Email Templates



How to Use This Template

Thanks for downloading HubSpot's First Touch Sales Email templates!

Whenever you're first contacting a prospect or customer, copy and paste the following templates into your email and edit it as you see fit. Remember, customization is key when it comes to making a good first impression.

Once you're ready, delete this page and start filling out the template of your choice. Remember, you should add/edit/delete any copy or sections as you see fit.

Save time with a Free Sales Email Template Builder.

Close more deals by
turning your best emails
into templates you can
personalize and share with
your team.



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1. Finding a Decision Maker Introduction

Hi [NAME],

I am writing in hopes of finding the appropriate person who handles [DEPARTMENT, E.G. 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.

[YOUR COMPANY/PRODUCT PITCH]

Example: 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]



Pro Tip:

Automate Your Sales Emails with HubSpot

After you've picked out your favorite email templates, create workflows to automate lead rotation, create tasks, and streamline prospect follow-up with sequences.

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2. Goal-Based Introduction

Hi [NAME],

I checked out your website, and it looks like you might be trying to [ACCOMPLISH SPECIFIC GOAL]. Without making any assumptions about your business goals, I believe [PRODUCT] might play a pivotal role in your success.

If you're unfamiliar with [COMPANY], our solution helps businesses in [PROSPECT COMPANY]'s space with three main goals:

[GOAL #1]

[GOAL #2]

[GOAL #3]

Are you free in the next few days for a call to discuss [PROSPECT COMPANY]'s strategy for [BUSINESS AREA]?

Best,

[SIGNATURE]

3. Problem-Based Introduction

Hi [NAME],

I noticed [SPECIFIC PROBLEM] on your website and believe our solution at [COMPANY] could offer a significant improvement in this area.

Our platform has been successful in helping businesses like [SIMILAR COMPANY] overcome [CHALLENGE #1], [CHALLENGE #2], and [CHALLENGE #3]. Are you available for a call to explore how we can address [SPECIFIC PROBLEM] for [PROSPECT COMPANY]?

Best,

[SIGNATURE]

4. Industry Insight Introduction

Hi [NAME],

In light of [RECENT TREND] in [PROSPECT COMPANY'S INDUSTRY], I thought you might be interested in how [COMPANY] is helping businesses in [PROSPECT COMPANY]'s sector optimize their [SPECIFIC AREA].

Our expertise in [INDUSTRY TREND] has enabled companies to [BENEFIT #1], [BENEFIT #2], and [BENEFIT #3]. Would you be open to a call to discuss how we can enhance [PROSPECT COMPANY]'s strategy in this evolving industry landscape?

Best,
[SIGNATURE]

5. Competitive Analysis Introduction

Hi [NAME],

As I was reviewing your competitors in [INDUSTRY], I noticed a common challenge related to [SPECIFIC ISSUE]. Our solution at [COMPANY] has a proven track record of helping companies in [PROSPECT COMPANY]'s space outshine their competitors by [COMPETITIVE ADVANTAGE #1], [COMPETITIVE ADVANTAGE #2], and [COMPETITIVE ADVANTAGE #3].

Are you available for a call in the next few days to discuss this in more detail?

Best,
[SIGNATURE]



Pro Tip:

Integrate Your Emails with HubSpot's Sales Hub

To keep in touch with prospects, you need tools that work for you. HubSpot provides easy-to-adopt sales software that leverages AI to help you build pipelines and close deals.

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6. Social Media Introduction

Hi [NAME],

I came across your recent post on [SPECIFIC TOPIC] on [SOCIAL MEDIA PLATFORM], and I was impressed by your insights on [KEY TAKEAWAY]. It's evident that [PROSPECT COMPANY] values [SPECIFIC VALUE OR PRINCIPLE MENTIONED IN THE POST].

At [YOUR COMPANY], we believe in [SHARED VALUE OR PRINCIPLE], and we specialize in assisting businesses like yours to [SPECIFIC GOAL RELATED TO THE SOCIAL MEDIA POST], such as [BENEFIT #1], [BENEFIT #2], and [BENEFIT #3].

I would love to discuss how we can collaborate to further enhance [PROSPECT COMPANY]'s efforts based on the interests you shared in your post. Are you available for a call to explore potential opportunities?

Best,
[SIGNATURE]

7. Social Proof Introduction

Hi [NAME],

At [COMPANY], we have a proven track record of driving success for businesses in your industry.

We recently partnered with [SUCCESSFUL COMPANY #1] to [RESULT/ACHIEVEMENT], assisted [SUCCESSFUL COMPANY #2] in achieving [RESULT/ACHIEVEMENT], and helped [Successful Company #3] improve their [SPECIFIC PROBLEM].

Would you be open to a discussion about how we can help [PROSPECT COMPANY] achieve similar success in [SPECIFIC BUSINESS AREA]?

Best,
[SIGNATURE]

8. Shared Hobby Introduction

Hi [NAME],

I came across your profile and noticed your passion for [SHARED HOBBY/INTEREST].

Engaging in [SHARED HOBBY/INTEREST] got me thinking about [PROSPECT COMPANY]'s current challenge with [SPECIFIC ISSUE]. Just as [SHARED HOBBY/INTEREST] requires [SPECIFIC APPROACH/SKILL], I believe that a similar strategy could address [PROSPECT COMPANY]'s need for [SOLUTION/BENEFIT].

At [COMPANY], we specialize in [SOLUTION #1], [SOLUTION #2], and [SOLUTION #3], tailored to tackle challenges like the one you're facing. I'd love to explore how our expertise in [SPECIFIC AREA] could help address [PROSPECT COMPANY]'s unique situation.

Would you be open to discussing this further over a virtual coffee chat?

Best,
[SIGNATURE]



Pro Tip:

Use HubSpot's Sales Email Template Builder

Close more deals by turning your best emails into templates you can personalize and share with your team, including the templates shared here

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9. Congratulations Introduction

Hi [NAME],

I wanted to extend my congratulations on your [RECENT ACHIEVEMENT].

If there's anything we can do at [COMPANY] to help you achieve even more success down the line, I'd love to discuss how over a virtual coffee chat.

Looking forward to more success in the future!

Best,
[SIGNATURE]

10. Data-Based Introduction

Hi [NAME],

I'm reaching out to introduce you to [COMPANY]'s [PRODUCT NAME], which [PRODUCT BENEFIT].

Other companies in your sector have seen great success with [PRODUCT], like [PAST CLIENT], who we helped [IMPRESSIVE DATA POINT]. We believe we can drive similar results at [YOUR COMPANY]. Would you be open to discussing further in a virtual coffee chat?

Best,
[SIGNATURE]

11. Mutual-Based Introduction

Hi [NAME],

I got your contact info through our mutual industry connection, [COMMON CONTACT'S NAME], and thought it'd be great to reach out and say hi. They mentioned you're looking for ways to improve [SPECIFIC PROBLEM], which I feel we at [COMPANY] can help solve.

Would you be interested in discussing this more in a virtual coffee chat?

Looking forward to seeing how [COMPANY] can help with your problem.

Best,
[SIGNATURE]

12. Conference Introduction

Hi [NAME],

I saw you speaking this past week at [NAME OF CONFERENCE] about [TOPIC RELATED TO PROSPECT'S COMPANY].

Hearing you talk reminded me about [SPECIFIC SOLUTION] that [YOUR COMPANY] offers. I believe [COMPANY] can help you with [SPECIFIC PROBLEM], as your innovative insights at the conference align with our [PRODUCT].

If you have time, I'd love to set up a virtual coffee chat to discuss this further.

Best,
[SIGNATURE]

13. Freebie Introduction

Hi [NAME],

I recently uncovered [PROBLEM/INTERESTING INSIGHT/TREND] related to [INDUSTRY]. Have you noticed any impacts to your business?

If that's the case, here's [FREEBIE THAT RELATES TO TOPIC] I feel your business could benefit from reading. It talks about [SPECIFICS].

Would you be open to chatting more about this trend over a virtual coffee?

Best,
[SIGNATURE]



Pro Tip:

Track Your Emails with HubSpot

Know when leads engage with your emails and turn them into deals faster with perfectly timed, personal follow-ups.

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14. Before-and-After Introduction

Hi [NAME],

It can be frustrating when [SPECIFIC PROBLEM], which can seriously impact your business.

How would it help your business if [SPECIFIC PROBLEM] had a solution?

With [PRODUCT], we can provide your business the solution you've been searching for.

Would you be open to chatting more about this over coffee?

Best,
[SIGNATURE]

15. Five-Minute Introduction

Hi [NAME],

[PRODUCT] can help solve [SPECIFIC PROBLEM]. I can show you — it'll only take five minutes.

Are you free [SPECIFIC TIMES] so we can chat more?

Best,
[SIGNATURE]



Pro Tip:

Customize Your CTA

These templates include a standard “let’s meet up for coffee” call-to-action at the end. However, you should customize this depending on your goals. For example, you might want prospects to sign up for a demonstration or sign up to chat with you using a personal calendar invite.

16. Hook Introduction

Hi [NAME],

[CLIENT NAME] of ours produced [IMPRESSIVE RESULT] after using [PRODUCT].

Want to know how?

If so, let's chat. Are you free [SPECIFIC TIMES]?

Best,
[SIGNATURE]

17. Ideas Introduction

Hi [NAME],

I've thought up several ideas on how [COMPANY] can [PRODUCE RESULT].

Would you mind if I reached out to share them with you?

Best,
[SIGNATURE]

18. Event-Based Introduction

Hi [NAME],

It was great meeting you at [EVENT]! I especially enjoyed discussing [RELATED BUSINESS PROBLEM], which I keep coming back to.

Would you be interested in speaking with me about how [COMPANY] can help?

Excited to chat more.

Best,
[SIGNATURE]

19. News-Based Introduction

Hi [NAME],

I'm sure you've heard the recent news about [RELEVANT NEWS OVERVIEW]. It reminds me of the importance of [SOLUTION RELATED TO YOUR BUSINESS].

With that in mind, we're actually offering [FREEBIE] to help businesses like yours do [BENEFIT].

If you're interested, let me know and we can find some time to speak.

Best,
[SIGNATURE]

20. Video-Based Introduction

Hi [NAME],

It's tough to make connections over email, so I sent over a video [HYPERLINK VIDEO] discussing what we chatted about recently.

Looking forward to hearing from you!

Best,
[SIGNATURE]