1. **开发信邮件模板**

**外贸开发信（1）**

Dear John Smith（注意称呼）,

This is Lily Lee from [ABC Company]. We're a company that specializes in [choose either your primary vertical or a vertical you have experience in] to [insert a typical challenge you help clients face].

I'm wondering if you might be open to an initial conversation to gauge a fit?

We've worked with companies like [insert 2-3 clients here relative to the vertical] to [insert a typical client goal].

If you have a minute or two to learn more about us, you can visit our website here at [site-link]. If I don't hear from you, I will reach out to you via phone later in the week.

Thank you.

Best regards,

Lily Lee

**外贸开发信（2）**

Dear John Smith,

I hope this email finds you well!

I wanted to reach out because [explain how you got their contact information and how you relate to them: talked to a colleague on linkedin, saw your company online, etc.].

Our company has a new [Product or Service] that will help your company [One sentence pitch of benefits]. We do this by:（注意阐述利益）

Benefit/feature 1

Benefit/feature 2

Benefit/feature 3

Let's explore how our [name of your product] can specifically help your business. Are you available for a quick call [time and date]?

Best regards,

Lily Lee

**外贸开发信（3）**

Dear John Smith,

We are the main manufacturer of A product, B product and some other related product here in China, our product have been exported to [Country name] market for many years. For more details about our company and our products, please kindly take a visit to our website at: [www.abc.com].

For your reference, I have attached our product catalogue（表达地道） here in this mail, please kindly take a view of it.

In case you have any interest or inquiry, please feel free to let us know.

Sincerely,

Lily Lee

**外贸开发信（4）**

Dear John Smith,

My name is [your name] and I head up business development efforts with [your company name].

I am taking an educated stab in the dark here, however based on your online profile, you appear to be an appropriate person to connect with ... or might at least point me in the right direction.

I’d like to speak with someone in your company who is responsible for handling something that's relevant to my product.

If that’s you, are you open to a 15 minute call on [time and date] to discuss ways that our product can specifically help your business? If not you, can you please put me in touch with the right person?

I appreciate the help!

Best regards,

Lily Lee