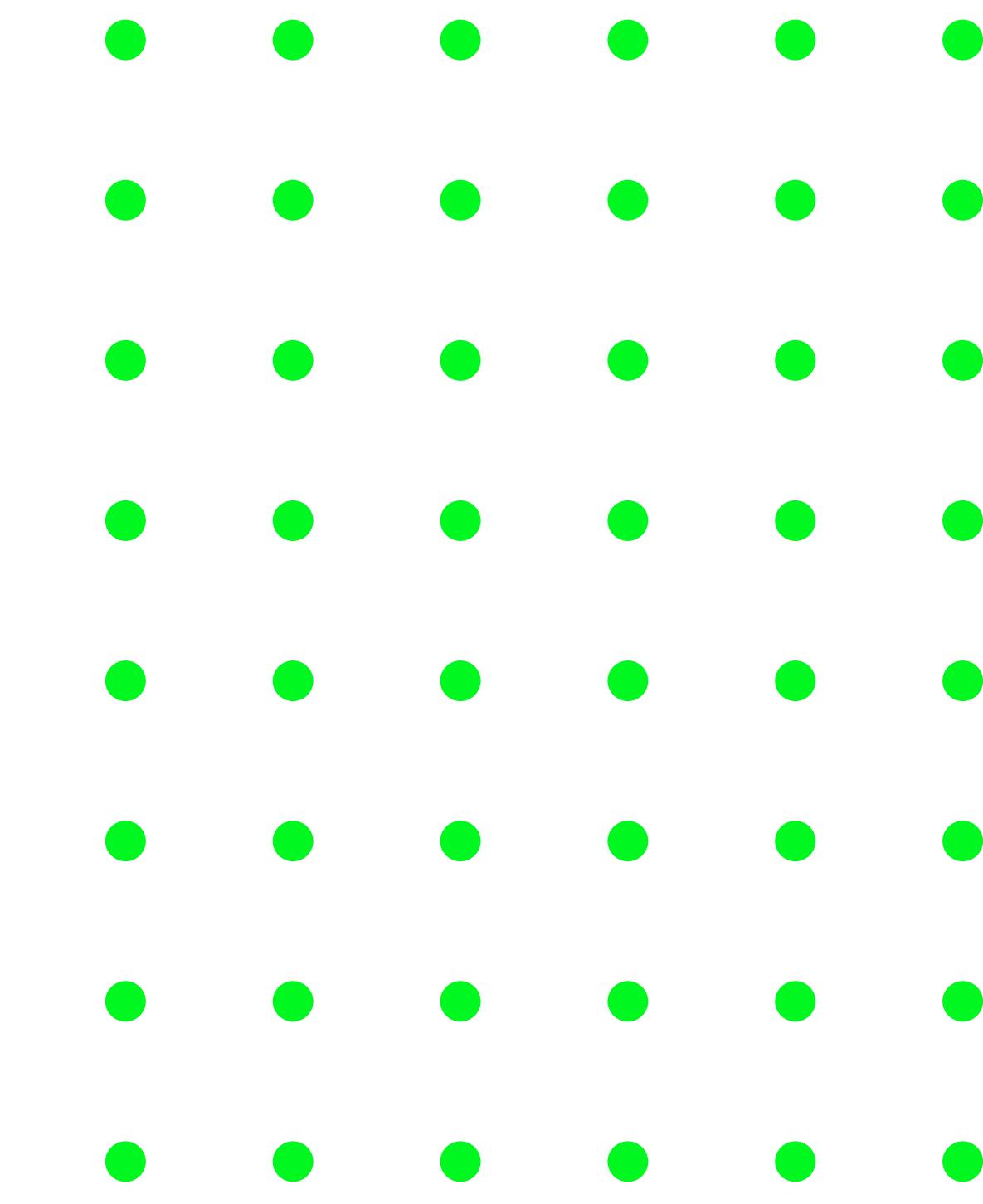
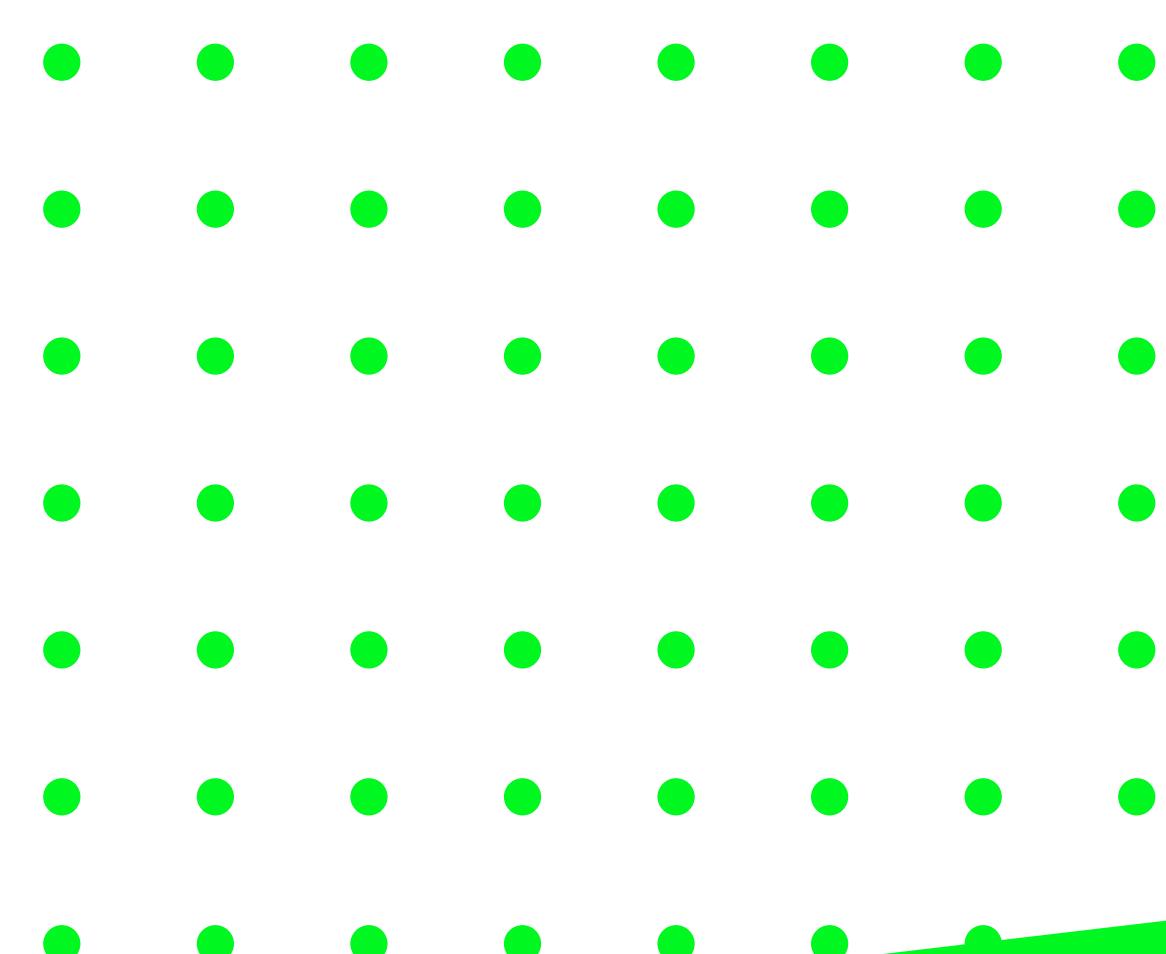
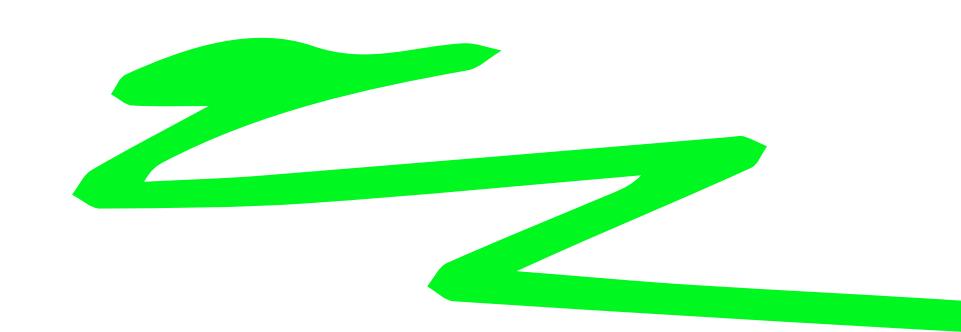


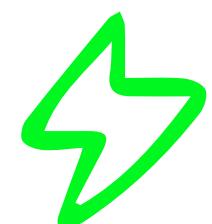
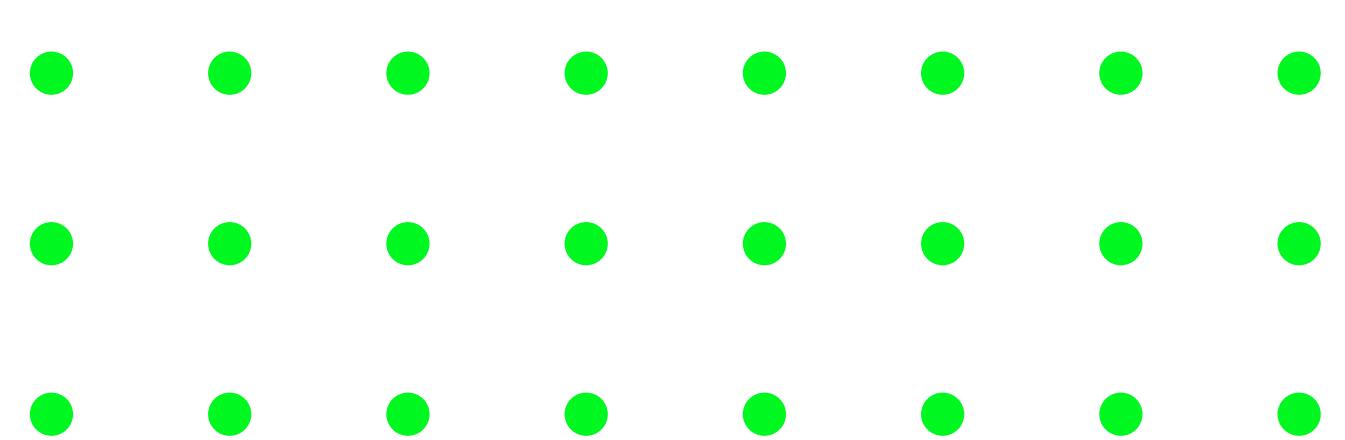
CHEAT SHEET



# Pipeline Power Up Cold Email Templates

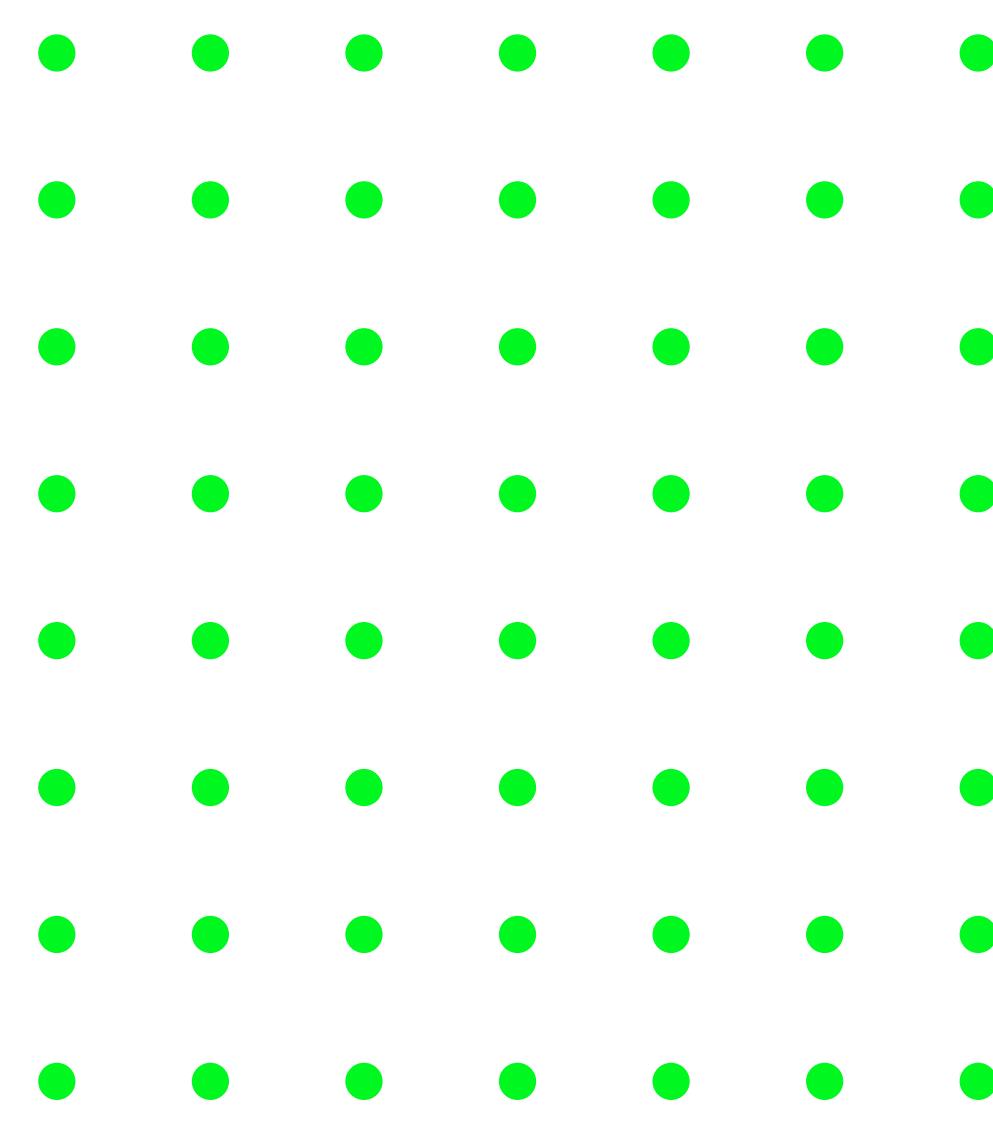
Three templates to energize  
your cold emails





# Template 1

## The “Pain and Conflict” Email



**Fill in the \_\_\_\_\_**

**Subject:** [3-5 pain words]

Hi [first name],

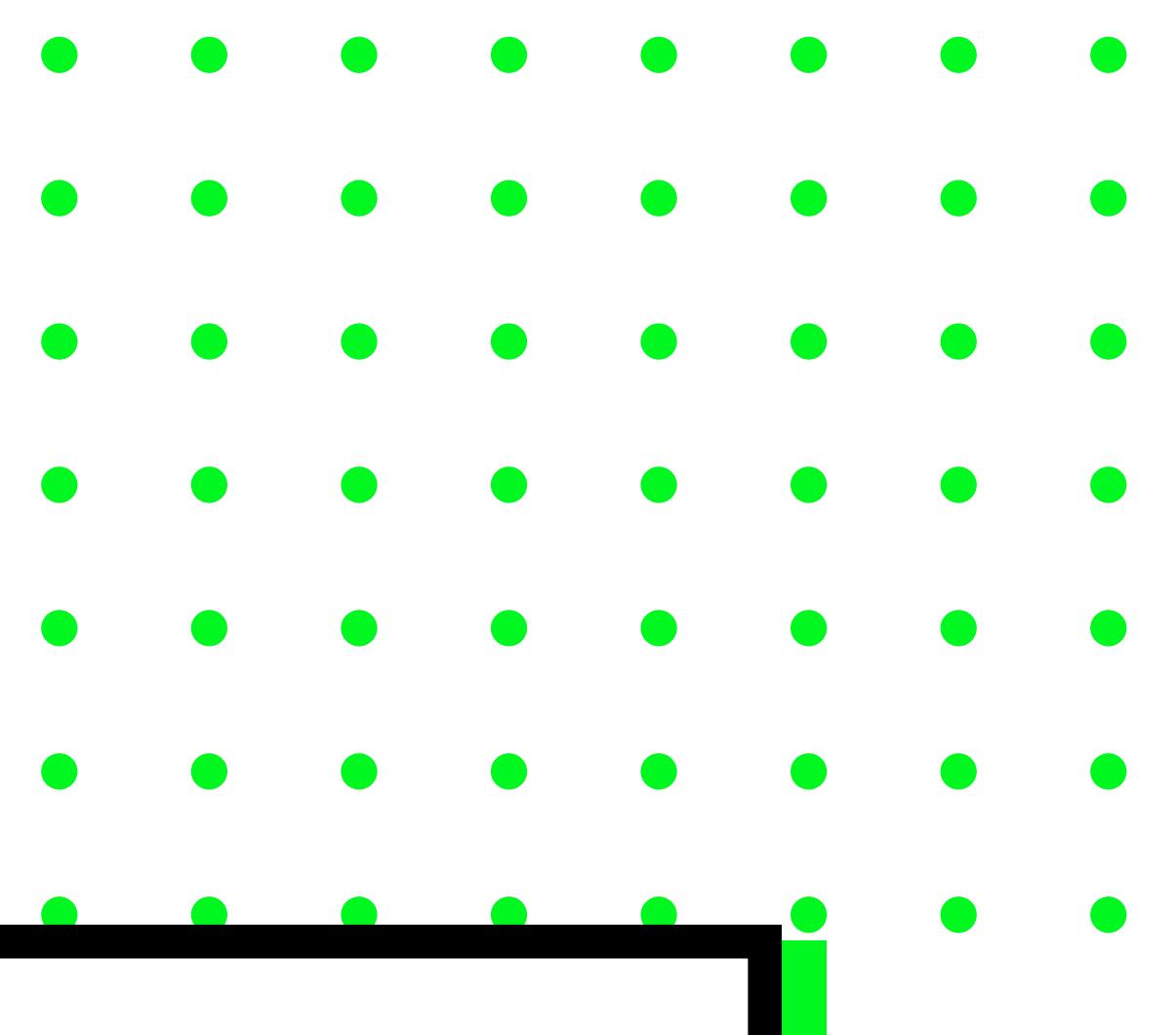
Looks like you [insert personalized, relevant observation].

With your track record of unconventional growth, you know first-hand how difficult it is to [achieve X-goal without sacrificing Y].

It's a lose-lose: You either [accomplish X goal with Y negative-effect], or [accomplish Y with X negative-effect].

We've helped [X customers] [achieve positive business outcome].

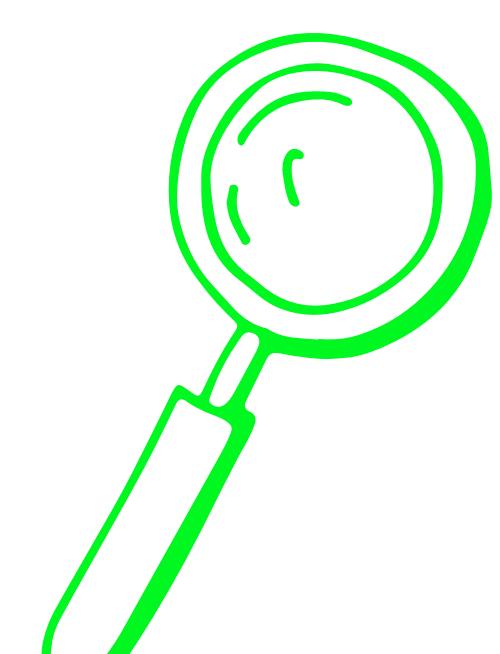
I think we can do the same for you. Up for a chat?



### EXAMPLE: QUOTASIGNAL

**Subject:** avoid expensive AE mishires

Hey Kevin,



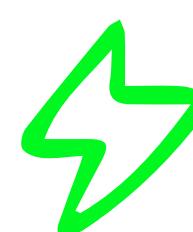
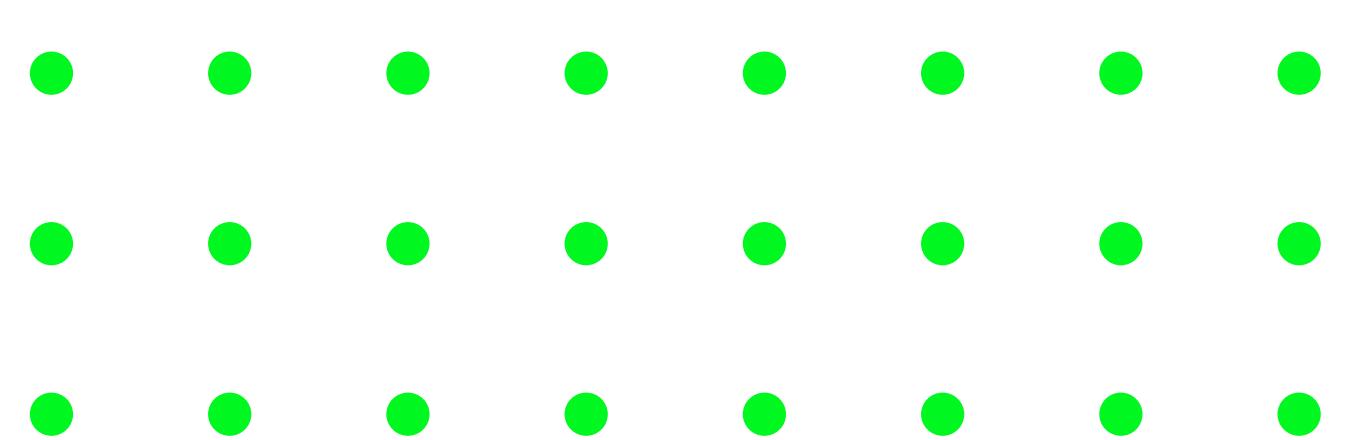
Looks like you're hiring across the board in the rev org. Congrats.

Kevin as a serial VP Sales having grown Superman, Inc. by 765%, you know first-hand how difficult it is to hit aggressive headcount targets without sacrificing your high bar for AE talent.

It's a lose-lose: You either hire fast, hit your targets, but let a few weak sellers sneak through. Or hire slow, bring on STRONG AEs, but miss your targets.

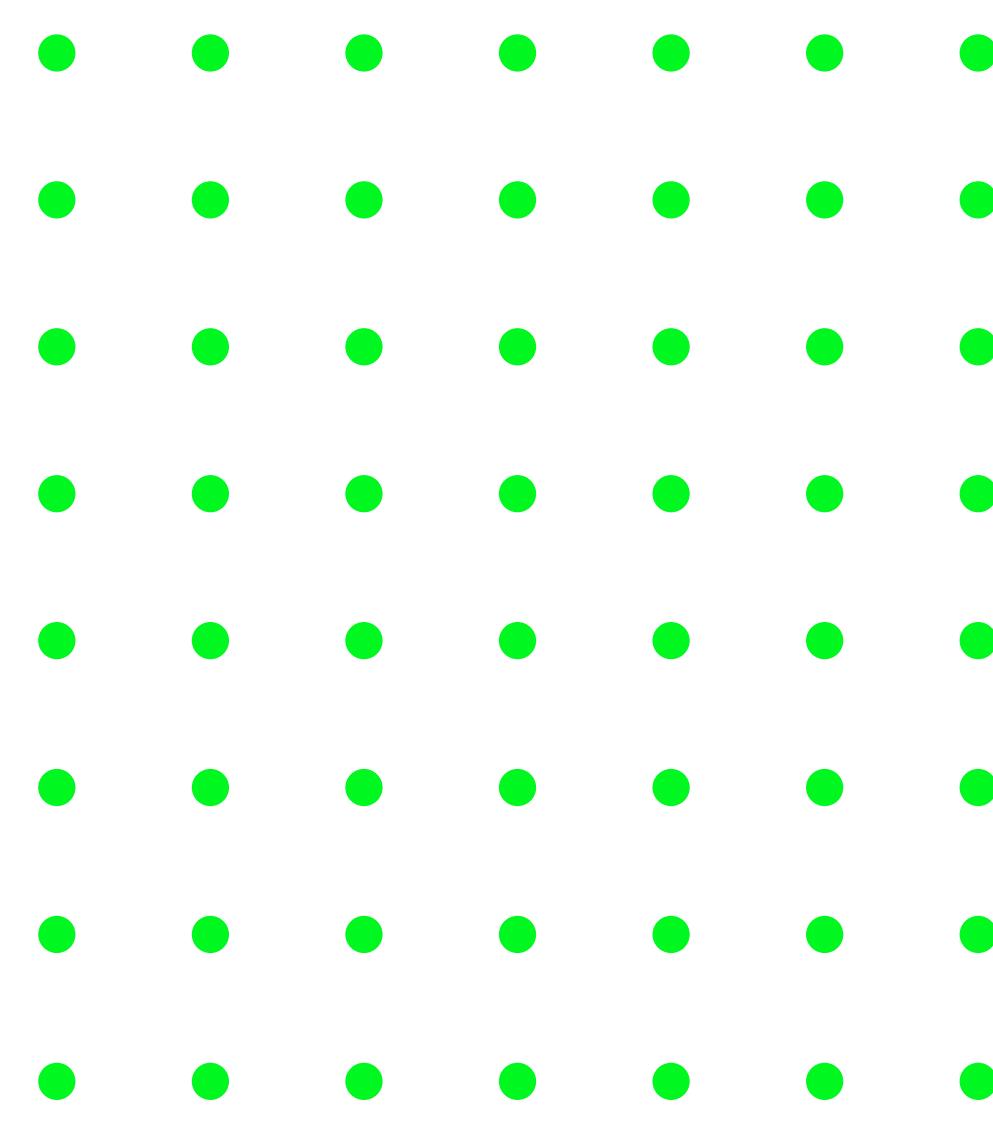
We've helped over 100 VPs of Sales in the Super Hero industry decrease their miss-rate on sales hires from ~30% to single digits.

Is eliminating sales mis-hiring for this fiscal year worth a chat?



## Template 2

### The “Reason for the Pain” Email



#### FILL IN THE \_\_\_\_\_

**Subject:** [relevant pain observation]

Hi [Name],

Your [pain point happens] because of [root cause your product address]. [root cause issue] makes [bigger business problem] happen.

If you don't have X, you're powerless to prevent Y.

We can fix that and get your team [achieving desired outcome]. I'd love to explain how.

Interested in hearing more?

#### EXAMPLE: GONG

**Subject:** committed deal going south

Hey Kevin,

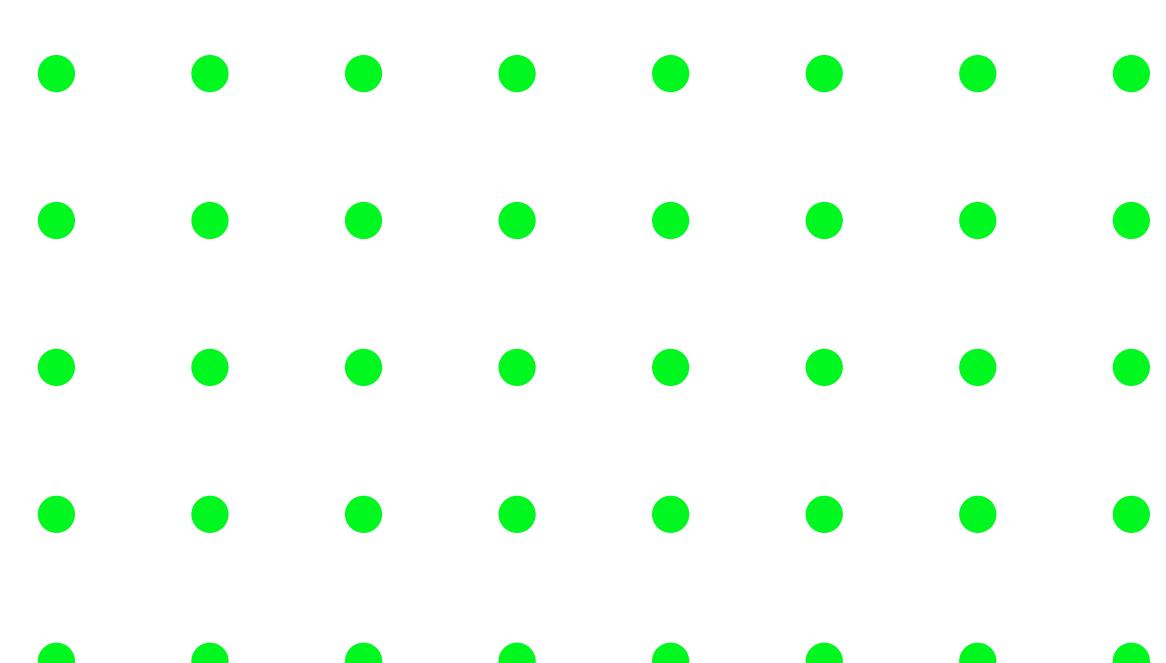


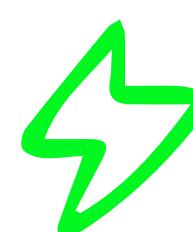
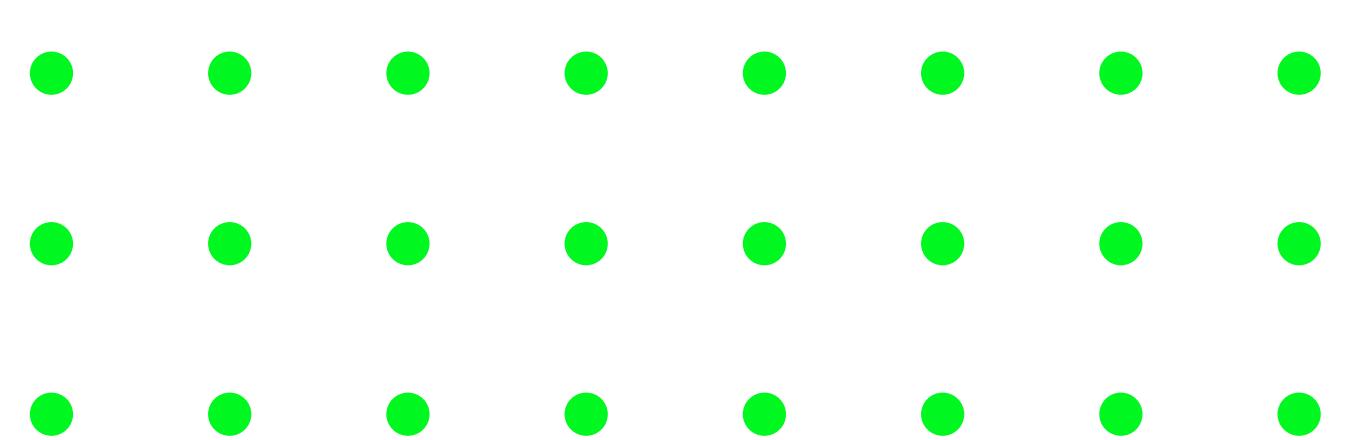
Your team's deals go dark because of mistakes they make during customer conversations. ‘

Weak conversations make your prospects unresponsive. If you're in the dark from customer conversations, you're powerless in stopping deals from stalling.

We can fix that and get your team winning more deals before the quarter ends. I'd love to explain how.

What does your calendar look like on Tuesday afternoon?





# Template 3

## The Context Email

### FILL IN THE \_\_\_\_\_

**Subject:** [relevant contextual pain observation]

Hi [name] - noticed that while [company] has been increasing in headcount overall, the engineering team has lost a few members.

**CONTEXT**

With the average engineering org [tie context to problem], I'd imagine that retention might be top of mind. Curious - how are you empowering managers to build a world-class engineering team?

**CURRENT STATE**

[Social proof from similar situation] has been leveraging [your company's solution] to help reduce annual engineering attrition from 10% to 1%.

**IDEAL STATE**

Interested in doing the same?

### EXAMPLE: PLATO

**Subject:** What happens if Ryan or Corinne leave?

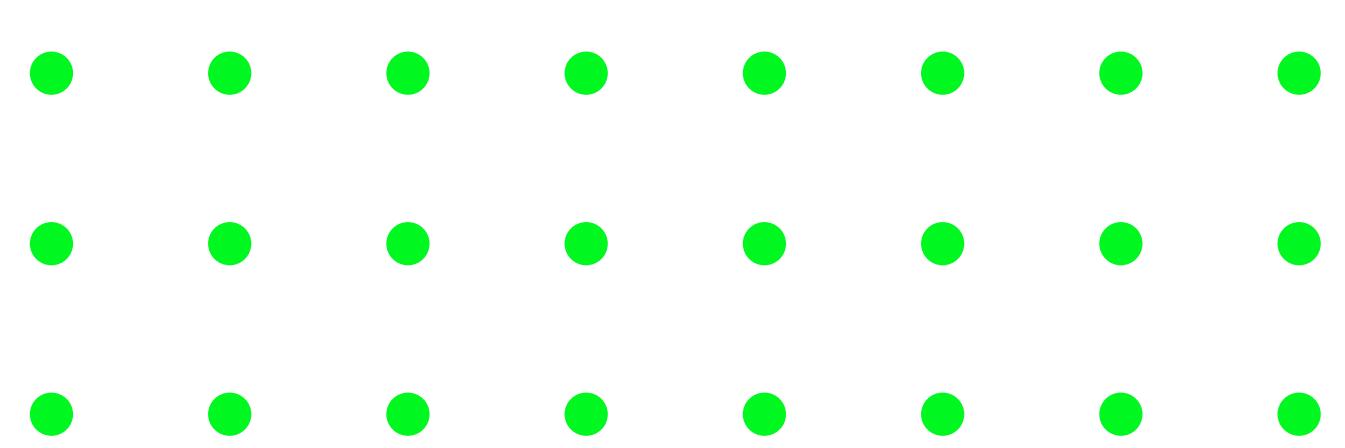
Hi Carlos - noticed that while Ambition has been increasing in headcount overall, the engineering team has lost a few members.

With the average engineering org experiencing 18% attrition, I'd imagine that retention might be top of mind. Curious - how are you empowering managers to build a world-class engineering team?

Sue from Apartment list has been leveraging Plato's mentorship community to help reduce annual engineering attrition from 10% to 1%.

Interested in doing the same?





Want to learn even more about  
success with cold email?

Sign Up for the Pclub.io

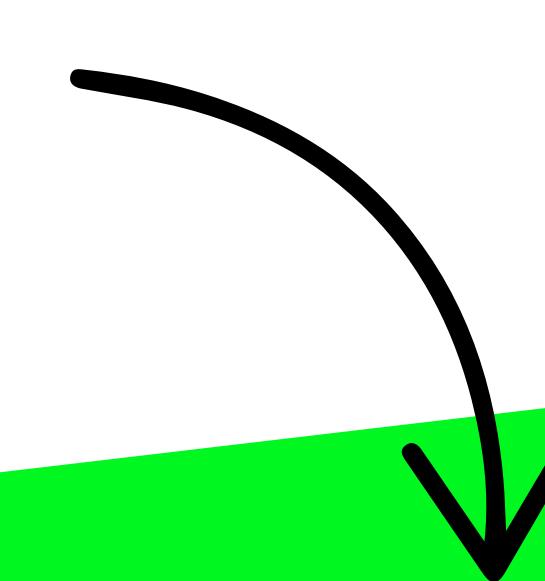
## Cold Email Conversion Machine



### YOU WILL LEARN:

- 1 EXACTLY how your prospects approach their inboxes, and how to infiltrate it
- 2 The undeniable benefits of storytelling and, how to captivate your readers
- 3 Florin's BEST-IN-CLASS copywriting fundamentals that'll get your prospects begging for more info
- 4 The KEY components of every single cold email and how to MAXIMIZE benefit from each
- 5 How to personalize sequences and generate INTENSE interest up-and-down the buying chain
- 6 The definitive logic to stitch cold emailing with other cold prospecting activities to create BULLETPROOF sequences

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