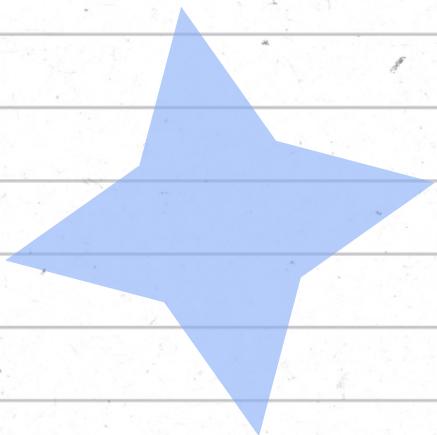


# The Ultimate Cold Email Framework Collection



Brought to you by **Sales Feed**

# Best Practices

- Keep your email under 75-words
- Use a 2-word descriptive subject line
- Avoid jargon, buzzwords, and complex language
- Space out your text using paragraphs
- Use short sentences

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# First Touch Cold Emails

# OPSA

Use this as a reliable  
first touch framework

## FRAMEWORK

“Looks/sounds/seems like {observation/trigger},  
{name}.

A lot of folks I speak to find {problem}. Causing  
{impact}.

We help solve that by {value prop}.

{close ended CTA}?”

## EXAMPLE

“Looks/sounds/seems like {observation/trigger},  
{name}.

A lot of folks I speak to find {problem}. Causing  
{impact}.

We help solve that by {value prop}.

{close ended CTA}?”

# **OPSA** (with social proof)

Use this if you have a relevant case study

## **FRAMEWORK**

“Looks/sounds/seems like {observation/trigger}, {name}.

A lot of folks I speak to find {problem}. Causing {impact}.

{case study} uses us to solve that by {value prop}.

{close ended CTA}?”

## **EXAMPLE**

“Looks/sounds/seems like {observation/trigger}, {name}.

A lot of folks I speak to find {problem}. Causing {impact}.

We help solve that by {value prop}.

{close ended CTA}?”

# LOOKALIKE ACCOUNTS

## FRAMEWORK

Use this is you work with a similar client

- “Looks like {company} to {client}, {name}.
- They work with us to solve {problem}.
- Would you be curious to see how {client} gets {outcome} by using our offering?

## EXAMPLE

- “Looks like MixMax is in a similar space to Apollo, Steph.
- They recently started working with us because they weren’t seeing traction from other B2B media sponsorships.
- Would you be curious to see how Apollo plans to generate leads by sponsoring Sales Feed?

# INTENT

Use this when a company has shown intent or for marketing leads

## FRAMEWORK

"Looks like you checked out {asset} {time}, {name}.

A lot of folks find {thing about asset} interesting because it's relevant to {problem}.

As that's something we've helped {company type solve}, I wanted to see if that's something you can relate to?"

## EXAMPLE

"Looks like you took a lot at our compensation equity webinar last week, Phyllis.

A lot of folks found the part on how to measure pay equity interesting because it's something they're struggling to do today.

As we offer compensation analytics, I wanted to see if that is something you can relate to?"

# COMPETITOR

Use this when a company is using your competitor

## FRAMEWORK

"Looks like you use {competitor}.

They're great for {compliment}. However, folks find {limitation}.

We offer {solution without limitation}.

Are you looking to {get past limitation}?

## EXAMPLE

Looks like you're using Shopify for your website. How are you liking it?

Their product is great for getting started in ecommerce. However, folks find their design templates limiting once they grow past a certain point.

We offer Wordpress development to create your site exactly as you want it.

Are you looking to make any improvements to your site?

# OLD DEAL

Use this for buyers who have evaluated your product in the past

## FRAMEWORK

"Looks like you were taking a look at our offering last year, {name}.

At the time you/your team was trying to solve {pain-point}, however held off because {closed-lost reason}.

Wanted to see if {pain-point} was something you were able to solve in the end?"

## EXAMPLE

"Looks like you were taking a look at Sales Feed sponsorships last year, Jeff.

At the time your team was looking for new sources of users for your sales tool, however held off to try a larger engagement with competitor.

Wanted to see if you were able to increase your user numbers in the end?"

# GENERIC

Use this when you can't find an observation to use in your email

## FRAMEWORK

"Just left you a voicemail, {name}.

Reason I was calling is because typically when I speak with {persona} they are struggling with

- {problem 1}
- And/or {problem 2}.

We help solve those issues with {value prop}.

So looking to see if either of those priorities/issues for {company} right now?"

## EXAMPLE

Just left you a voicemail, Shari.

Reason I was calling is because typically when I speak with VPs of Sales at tech companies their teams are struggling with

- Generating responses to cold emails
- Booking meetings over the phone

We help solve those issues with self-paced sales courses to help sellers brush up on their skills.

Are either of those priorities/issues for {company} right now?

# VIDEO PERMISSION

Use this as a way to get permission to send a video

## FRAMEWORK

"Sounds like {observation}, {name}.

A lot of folks find that can lead to {problem}.

We have a product designed to {solution}.

Would you like me to record you a 1-minute video of how that looks?"

## EXAMPLE

"Sounds like you're doing a rebrand, James.

A lot of folks find that can lead to assets with out-of-date branding being used by the team.

Optimizely is designed to help employees find only the most up to date company assets.

Would you like me to record you a 1-minute video of how that looks?"

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# Follow Up Cold Emails

# CONTEXT

Use this to provide more context on how your offering helps

## FRAMEWORK

"{name}, based on {observation} I thought {problem} may be an issue.

For context we offer a solution that helps solve {problem} by {functionality}.

Does this sound interesting?"

## EXAMPLE

"Siobhan, based on your team's hiring goals this quarter I thought inefficient on-boarding may be an issue.

For context we offer a learning system that guides new hires through their first few weeks and allows leaders to see new hire progress. Ensuring onboarding is completed on schedule while nothing is missed.

Does this sound interesting?"

# VIDEO

Use this to share videos  
with cold prospects

## FRAMEWORK

"Hey {name}, made you a 30-second video  
about your {observation}:

thumbnail

Let me know your thoughts."

## EXAMPLE

"Hey Liam, made you a 30-second video  
about your CEO's comments in the press  
release last week:

thumbnail

Let me know your thoughts."

# CONTENT

Use this to share helpful content and resources

## FRAMEWORK

"Given you're {observation}, I thought {content} might be helpful.

Check it out - {link}.

Most find the {except} very helpful.

P.s. Any thoughts on my last notes?"

## EXAMPLE

"Given you're growing your customer support team I though this chat guide would be helpful.

Check it out - {link}.

I found the data on response times interesting.

P.s. Any thoughts on my last notes?"

# CALLING TOMORROW

Use this to generate responses later in your follow up

## FRAMEWORK

“Other {persona} leaders find this {content} useful for {solving challenge}.

{link}

I'll give you a call to discuss tomorrow at {time}. Speak then!”

## EXAMPLE

“Other Marketing leaders find this ad benchmarking report useful for optimizing their LinkedIn ads.

{link}

I'll give you a call to discuss tomorrow at 2pm. Speak then!”

# BREAKUP

Use this as a final step to close out your follow up

## FRAMEWORK

{Name}, thought {problem} may be a challenge as a result of {observation}, it seems I'm off base.

Correct me if I'm wrong but otherwise I'll leave you to it now.

Keep up {personalized line} in the meantime!

## EXAMPLE

Harriet, thought your inventory management may be a challenge as a result of your new ecommerce site, it seems I'm off base.

Correct me if I'm wrong but otherwise I'll leave you to it for now.

Keep up the awesome TikTok content in the meantime!