

Aaron Reeves



THE PERFECT COLD EMAIL IN 7 STEPS

How you can do it?





Step 1: The Trigger

Relevancy + Context is king in cold emails

You are a stranger, so you need to show why are you reaching out.

Your trigger is what shows this, stuff like:

- Job changes
- Recent funding
- Recent promotions etc

Make it clear on what has changed and why that could mean it's a good chance to discuss your solution.

For example:

Sam - noticed you recently brought on 4 new SDRs in the last 6 months



Step 2: The Implication

Based on that trigger event what could be a priority for them

This is what ties the two together, what could be a potential focus for them?

- Imagine you're looking into ...
- Curious how you're planning to ...

Link the trigger to what's a focus.

For example:

Thought you could be looking into how you'll get them all ramped quickly.



Step 3: Pain

Now what is a common pain that comes along with that implication

If they are looking into ramp time what are the typical issues?

This is SO important.

It's all about your prospect, not you.

What do they do in their day to day? What pains do they face?

For example:

Most sales leads don't have a process to ramp reps under 5 months.



Step 4: COI (Cost of inaction)

This is something I see missed again and again but here is why it works

People are more afraid of losing something than gaining something new due to a cognitive bias called loss aversion:

People feel the psychological pain of losing something twice as strongly as the pleasure of gaining it.

A ton of emails I see talk about ROI - You can 5x your pipeline, 2x your revenue

But people are driven by fear so use that instead

For example:

The delays caused 65% of sales teams to miss quota in 2023.



Step 5: Social Proof

Show how you helped others avoid that & get the desired outcome they want to achieve.

Ideally, use social proof of how you helped someone in a similar industry overcome a similar pain.

If you are prospecting a SAAS company, use a SAAS case study.

It shows you can help that prospect with their specific pains and you understand their situation

Social proof sells

For example:

We helped Gong's reps ramp <3 months



Step 6: Solution

Briefly explain how your solution did that

Tie in how your solution got them to the desired outcome.

A way a ton of emails go wrong is by giving too much info.

They try to explain everything about their solution.

"They implemented our frameworks on how to write great emails and then blah blah."

Just keep it short and create curiosity.

For example:
with our coaching



Step 7: Soft CTA

Look to start the conversation, not book a meeting

Do NOT ruin all the hard work by asking for time.

Instead, have a low friction simple ask.

CTA's like:

- Worth a further chat?
- Open to seeing how?
- Interested how?

Keep it short and get a conversation going.

For example:

Open to seeing how?



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An Example Email

Hey Sam

Sam - noticed you recently brought on 4 new SDRs in the last 6 months

Thought you could be looking into how you'll get them all ramped quickly.

Most sales leaders struggle to get reps ramped under 5 months.

The delays caused 65% of sales teams to miss quota in 2023.

We helped Gong's reps ramp <3 months with our coaching.

Open to seeing how?



BONUS:

If you want to get replies, you need good data.

It's impossible to build any pipeline without actually having a structure to find valid emails.

Getting valid verified emails alone can take you from 2% to 10% reply rates.

If you need valid emails, check out Seamless.

They have tons of valid data to make your life easier, link in the comments!





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Outbound OS

Don't forget to
**CHECKOUT
SEAMLESS**



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