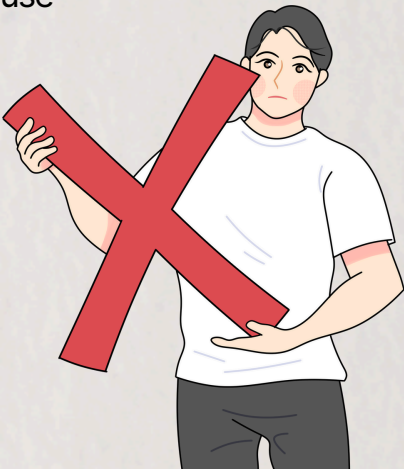


# Why Your Sales Emails Get Ignored

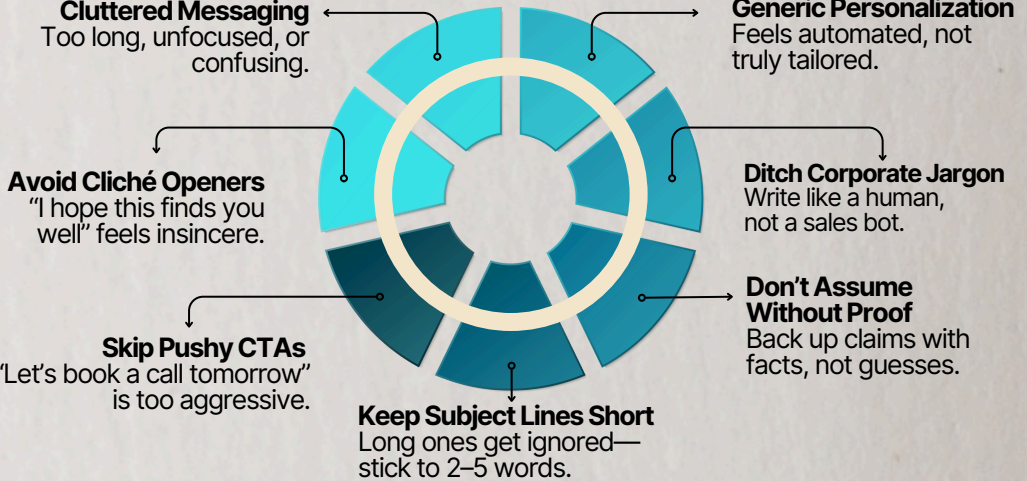
Get More Replies and Book More Meetings

## 5 Signs Your Sales Emails Are Failing

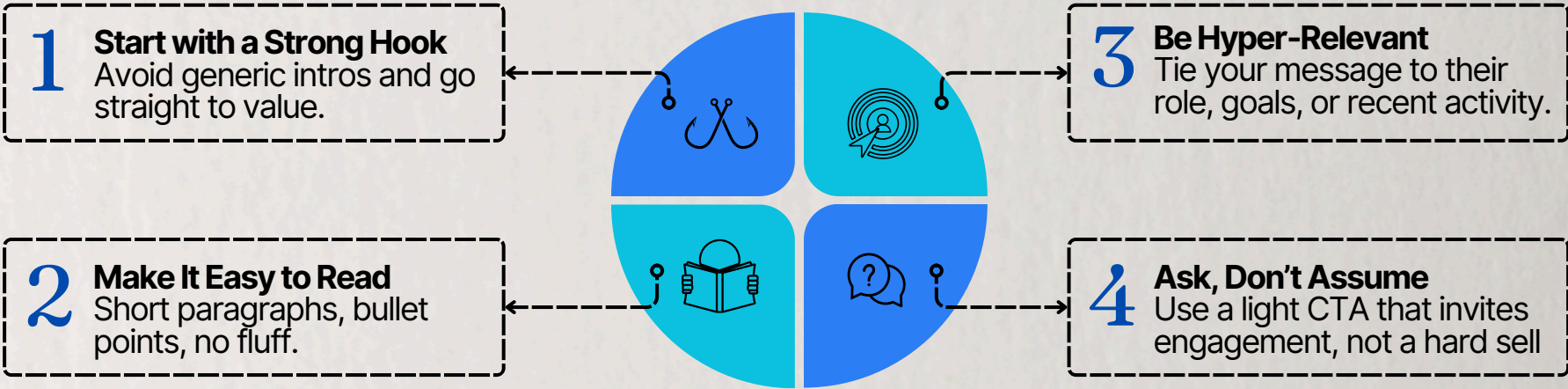
- ❌ **Low Open Rates** – No one clicks because your subject line isn't compelling.
- ❌ **Zero Replies** – Prospects aren't engaging with your message.
- ❌ **Weak Personalization** – Feels templated, not tailored.
- ❌ **Follow-Ups Get Ignored** – Just "checking in" doesn't add value.
- ❌ **No Clear Next Step** – Unclear CTA leads to no action.



## The 7 Types of Sales Email Mistakes



## The 4 Pillars of Effective Cold Emails



## 7 Expert-Backed Sales Email Strategies

STRATEGY	WHY IT MATTERS	EXAMPLE
<b>Write Subject Lines That Get Clicked</b>	A strong subject line increases open rates and makes the email stand out.	<b>Examples:</b> "Scaling sales? Avoid this"   "scaling roadblocks"   "before the next AE..."
<b>Ditch the Generic Openers</b>	Overused openers feel automated and get ignored. Personalization grabs attention.	<b>Example:</b> "Noticed you recently launched in Europe—how's it going?"
<b>Follow-Up with Value, Not Spam</b>	Repeating the same email is annoying. Each follow-up should add something new.	<b>Example:</b> "Sent a case study on how [competitor] boosted conversions—relevant to you?"
<b>Make Emails Easy to Read</b>	Walls of text get skipped. Short sentences and bullet points improve clarity.	<b>Example:</b> "3 quick ideas we've seen work for [industry] teams: [Bullet points]"
<b>Use Multi-Touch Outreach</b>	Relying only on email reduces response rates. A mix of email, LinkedIn, and calls increases engagement.	<b>Example:</b> "Just sent an invite on LinkedIn—would love to connect!"
<b>A/B Test &amp; Optimize</b>	Testing different subject lines, email lengths, and CTAs helps improve performance.	<b>Example:</b> "Tested question vs. statement: 'Struggling with lead gen?' vs. 'How top teams fix lead gen fast.'"
<b>Respect Their Time—Be Direct</b>	Prospects appreciate clarity. A vague or weak CTA results in no action.	<b>Example:</b> "Would a quick 10-min chat Thursday at 2 PM work for you?"

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