



25 Proven Sales Email Templates

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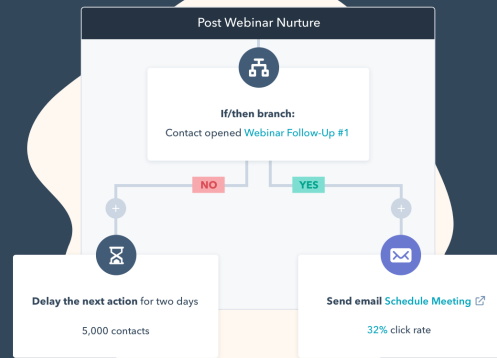
This template contains prompts for sales email templates. Words in [brackets] are meant to be replaced with information about yourself, your company, products, services, and/or customers.

We’ve included best practices, pro tips and examples, along with the templates. The text that exists outside of the brackets is also meant to serve as a foundation for writing your emails. We encourage you to add, delete, or change any of the pre-written sections to ensure a consistent and accurate brand experience for your customers.

Once you’re ready to begin, copy the template of your choosing into your [email software](#).

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Table of Contents

First Touch Email Templates	5
Follow Up Email Templates	10
Break Up Email Templates	25
Full Email Sequence	29

First Touch Email Templates

1) “Land a Meeting with Anyone” Email That Works 9 Out of 10 Times

Scenario:	Contributor:
You’re trying to find the decision maker in the company	Bryan Kreuzberger, Founder of Breakthrough Email

Template

Hi [NAME],

I am writing in hopes of finding the appropriate person who handles [DEPARTMENT I.E. MEDIA]? I also wrote to [PERSON X, PERSON Y, AND PERSON Z] in that pursuit. If it makes sense to talk, let me know how your calendar looks.

If you are the appropriate person to speak with, what does your calendar look like? If not, who do you recommend I talk to?

Thanks,

[SIGNATURE]

What this email does well:

- Quickly states the purpose and clearly specifies what you want them to do
- Provides a final call to action
- Ends by giving the reader the opportunity to delegate to the appropriate person



Pro Tip:

This first touch email leverages existing corporate hierarchies to schedule your first meeting. Nine times out of ten, this template is all you need to book a meeting.

Example



To: Your Recipient
From: You
Subject: Improving Media at GloboSystems

Hi Jackson,

I am writing in hopes of finding the appropriate person who handles media at GloboSystems. I also wrote to Alex Ramirez in that pursuit. If it makes sense to talk, let me know how your calendar looks.

If you are the appropriate person to speak with, what does your calendar look like? If not, who do you recommend I talk to?

Thanks,

Michael

2) “First Touch Best Practice”: Email Back Strategically

Scenario:	Contributor:
Your prospect emails you back with a ton of questions	Mike Montague, Sandler

Template

Hi [NAME],

I appreciate the questions! There are a couple of possible answers to your questions. I want to be sure I'm giving you accurate information. Why don't we spend a quick [CHOSEN AMOUNT OF TIME] to make sure I'm heading in the right direction?

Thanks for reaching out,

[YOUR NAME]

What this email does well:

- Replies to guests quickly and efficiently without relaying inaccurate information
- Builds trust, professionalism and rapport
- Respecting guests' boundaries and time will increase the portrayal of experience and success
- Moving guest communication from email to the phone or a video call will help you more effectively understand their situation and discover their pain points, which is the true reason for their email
- You're not "[spilling the candy in the lobby](#)" – by presenting prematurely



Pro Tip:

Remember, your goal should still be taking the conversation offline, not on closing a sale through email.

3) "Congrats On the New Role" Email That Got a Prospect to Ask for a Meeting

Scenario:	Contributor:
When you learn that the prospect is new in their role	Caroline Ostrander, Business Development Rep at HubSpot

Template

Hi [PROSPECT],

Just left a quick message at the office for you. I chuckled a little bit when I got an automated email this morning from your predecessor, [NAME OF PREDECESSOR] who we worked with briefly, and before him, [OTHER FORMER COWORKER NAME], who we worked with as well.

First and foremost, congrats on coming into this new role! I'm sure you've got a lot going on — so this conversation might be timely or not. If you're stressed, this is my go-to :)

My role here is working with businesses on how they can [PURPOSE OF COMPANY]. How has your first month kicked off so far in this regard?

[YOUR NAME]

What this email does well:

- References previous efforts trying to help the company and mentions his co-worker's names
- Leverages a trigger event of her prospect getting a new job
- Relates to the prospect by suggesting that taking a new role is stressful
- Very lightly introduces her expertise
- Does NOT ask for a time on his calendar and instead asks an open-ended question designed to get a response

4) First Touch Best Practice: Unveil The Wizard

Scenario:	Contributor:
You're trying to identify your prospect's interest	Mike Montague, Sandler

Template

Hi [PROSPECT],

In your last email, you said you were hoping to get started by [SPECIFIED TIME PERIOD], but I am not sure we are going to make that timing if we don't get a meeting on the calendar this month to discuss next steps.

It doesn't sound like you are ready to move forward just yet, should I close this opportunity, or did I read the situation wrong?

[YOUR NAME]

What this email does well:

- References previous efforts trying to help the company during the prospect's proposed time period
- Pulls back the curtain to make the salesperson seem more human



Pro Tip:

Don't be afraid to go for the "no" and take the deal away from the prospect. Sometimes, the best way to get people moving is to give them permission to end it.

When the buyer feels like things are losing momentum, they will either come back, or feel comfortable in telling you that they have moved on. Either way, you have unveiled the truth.

Follow Up Email Templates

5) “Still Interested?” Email That Closed a \$100,000 Deal with a Client That Went Dark

Scenario:	Contributor:
When a prospect goes dark and you get a notification showing they might be interested again	Mack McGee, Executive VP & Principal at Groove

Template

Hi [FIRST NAME],

Hope all is well. I had put a reminder in to check-in with you to see how things were going with the [NAME OF CAMPAIGN] initiatives. We had discussed a potential partnership a few months ago, but hadn't been able to formalize our recommended engagement.

We would love to catch up and see if there are any opportunities to engage with you and help with your [DEPARTMENT (eCommerce, marketing, etc.)] strategy. Let me know if you have some time to reconnect this week and catch up business owner to business owner on where you see things and I can provide some ideas on where we can help.

Look forward to hearing from you.

[YOUR NAME]

What this email does well:

- References a campaign initiative the prospect shared with him
- Reminds the prospect of what they discussed before
- Focuses on finding a way to help them, not finding out if they want to buy

6) "I Just Called You" Email That Gets an 80% Response Rate within 24 Hours

Scenario:	Contributor:
After leaving a voicemail	Colleen Francis, Owner of Engage Selling Solutions

Template

Hi [FIRST NAME],

Sorry I missed you on the phone today, I was calling because [ONE SENTENCE REASON FOR YOUR CALL, OR NAME OF REFERRAL/EVENT THAT INTRODUCED YOU].

In my voicemail, I mentioned that I will call you back on [DATE] at [TIME] and of course you can always reach me before then at [YOUR PHONE NUMBER].
I look forward to connecting.

Cheers,

[YOUR NAME]

What this email does well:

- Shows the prospect that you follow through
- Gives the prospect the option to get back to you via email instead of calling back
- Let's the prospect know when you'll follow up again

7) Follow Up Best Practice: Craft Email Messages That Build Better Rapport

Scenario:	Contributor:
You want to build trust with your prospect	Mike Montague, Sandler

Template

Hi [FIRST NAME],

Thanks for sharing more information about your project.

It sounds like you will have some more questions for me about how we can solve [PROSPECT'S PROBLEM], and I need a bit more info from you to make sure we can hit your timeline, budget, and objectives for the project.

I am happy to move as quickly or slowly as you need. What would you like to do next?

[YOUR NAME]

What this email does well:

- Mirrors and matches the way the prospect wrote the email
- Quick response inspires prospect to move the sale forward quickly

8) Follow Up Best Practice: Craft Email Messages That Build Better Rapport

Scenario:	Contributor:
When your first conversation didn't uncover a lot of information	Dave Kurlan, CEO of Kurlan & Associates, Author of Baseline Selling

Template

Hi [FIRST NAME],

Thanks for taking the time to share a little about [COMPANY], as well as the goals and challenges you face.

If you would like to learn how other companies are dealing with challenges like yours, I would be happy to schedule a call. We could also talk a bit more about your challenges and determine whether or not I might be able to offer some help.

If you would like to talk some more, use the convenient link below to directly schedule a time on the calendar for us to speak.

[CALENDAR LINK]

Best,

[YOUR NAME]

What this email does well:

- Focuses on making sure you can help them instead of selling
- Makes it easy for them to get in touch and schedule a meeting

9) “Next Step” Email That Creates Urgency

Scenario:	Contributor:
When you don't know the next step	Bryan Kreuzberger, Founder of Breakthrough Email

Template

[NAME], I'm writing to follow up on our last conversation. My boss asked me for an update on your account. I told him I didn't have one.

I'm not sure what makes sense to continue the conversation. What makes sense as a next step, if any?

[SIGNATURE]

What this email does well:

- Creates urgency
- Makes a clear request for next steps
- People can relate to having a boss and needing to provide answers to their questions
- Avoids selling the person and instead gently pushes the person for input and to set up the next step

10) “Next Step” Email That Creates Urgency

Scenario:	Contributor:
You’re trying to find a way to structure your sales email.	Bryan Kreuzberger, Founder of Breakthrough Email

Template

Hi [FIRST NAME],

[REFERRAL NAME] referred me to a [PIECE OF MEDIA] on [PROSPECT TOPIC OF INTEREST], and more specifically [PROSPECT TOPIC OF EXPERTISE]. We talked about it [REFERENCE PREVIOUS ENCOUNTER], so I wanted to share it with you.

[1 - 2 SENTENCES EXPLAINING THE PIECE OF MEDIA]

- [FIRST LEARNING]
- [SECOND LEARNING]
- [THIRD LEARNING]

[INFLUENCER/ENTREPRENEUR/AUTHOR] said, “[QUOTE].” While I’m not generally interested in [PROSPECT TOPIC OF INTEREST], this [PIECE OF MEDIA] changed the way I see how [PROSPECT TOPIC OF INTEREST] works. You can [WATCH/READ/LISTEN] to the [PIECE OF MEDIA] here [LINK].

Thanks!

[YOUR NAME]

What this email does well:

- Starts off by mentioning the referrer name.
- Calls out the specific opportunity and need.
- Brings in external quotes.

11) “Next Step” Email That Creates Urgency

Scenario:	Contributor:
When you give a demo but the prospect doesn't purchase	Amanda Holmes, CEO Chet Holmes International

Template

Dear [PROSPECT],

I noticed that during the [EDUCATIONAL RESOURCE] you didn't purchase the [CTA] product at the end. And we'd love to know why.

I have no intention of trying to sell you anything, but we do want to make sure that we're hitting the mark with our customers.

Any feedback you can give us would help.

Were you not clear on what you were getting? Is there somewhere else in your business that you need to focus? Was it too expensive? Or is your business smooth sailing?

If you respond we'll send you a [FREE CONTENT] over the phone to thank you for your time spent. Please respond to this email with your reason why you didn't purchase and we'll send that over.

Best,

[YOUR NAME]

What this email does well:

- Explains why they're getting the email
- Reassures them you have no intention of selling them
- Asks for them to share feedback, people love to share their thoughts

- Prompts them with questions
- Gives them something in exchange for their time

12) “Next Step” Email That Creates Urgency

Scenario:	Contributor:
Following up after a conversation and continuing the dialogue	Amanda Holmes, CEO Chet Holmes International

Template

Dear [PROSPECT],

That was a great story you told about [REFERENCE PREVIOUS CONVERSATION]. In our next meeting, I have a similar story to tell you.

You certainly seem to have a great grasp on how to make your company succeed. They are lucky to have you.

With the [PROSPECT’S PAIN POINT] challenges you face, however, our [TRAINING/OFFER/COURSE, etc.] is going to give you that extra push you need to [SOLUTION]. Imagine if you could [PROSPECT’S GOALS]. This approach improves everything you’re already doing.

Once again, it was great meeting you. I have a few ideas about other [PAIN POINT] issues that I know you will like.

Best,

[YOUR NAME]

What this email does well:

- Builds rapport by including something personal they discussed with you
- Provides a compliment
- Touches on a pain point that impact them
- Closes with a personal message

13) “Check Out This Useful Article” Email That Continues the Conversation

Scenario:	Contributor:
You’ve already spoken with the prospect and want to provide value to keep the conversation going	Jill Konrath, Sales Strategist and Author of bestselling books Agile Selling, SNAP Selling & Selling to Big Companies

Template

Hi [NAME],

I don’t know if you saw this article that appeared today in [NEWS OUTLET]. It’s related to the issue we were talking about.

[LINK TO ARTICLE]

I hope you find it interesting.

[YOUR NAME]

What this email does well:

- Explains context in the first two sentences
- Provides a link to a helpful article
- Closes with a simple “Hope you find it interesting,” and nothing more

14) “Check Out This Useful Article” Email That Continues the Conversation

Scenario:	Contributor:
When you’re in the same city as your prospect	Scott Britton, Co-Founder of Troops

Template

Hey [FIRST NAME],

I’m actually going to be in [PROSPECT’S AREA] in [TIME FRAME] on business and have a few hours of downtime on [DAY OPTION 1] and [DAY OPTION 2].

Do you have [TIME FRAME] to connect on either day? I hear your [OFFICE/AREA] are pretty cool and it’d be great to finally meet in person.

Best,

[YOUR NAME]

What this email does well:

- Creates an opportunity for a more concrete, in-person connection
- Lets the prospect know exactly how much time it’ll take

15) “Check Out This Useful Article” Email That Continues the Conversation

Scenario:	Contributor:
When they ask you to follow up at a later date.	Bryan Kreuzberger, Founder of Breakthrough Email

Template

Hey [FIRST NAME],

Thanks for getting back to me so quickly. I really appreciate it.

I'd be happy to reach back out in [AGREED UPON TIMEFRAME].

Does it make sense to schedule something tentative on our calendar to connect? That way we can save time by not having to go back and forth.

How does your calendar look in [AGREED UPON TIMEFRAME]? What would be a good week or day for us to connect?

Thanks for your help. I look forward to talking.

[YOUR NAME]

What this email does well:

- Prevents the prospect from delaying further conversation
- Gives a clear call to action to set up a meeting

Example

...

To: Your Recipient
From: You
Subject: See you next month!

Hey Sam,

Thanks for getting back to me so quickly. I really appreciate it.

I'd be happy to reach back out in three weeks!

Does it make sense to schedule something tentative on our calendar to connect?
That way we can save time by not having to go back and forth.

How does your calendar look early next month? What would be a good week or day for us to connect?

Thanks for your help. I look forward to talking.

Susan

16) “What Would Need to Change” Email That Gets a 30% Response Rate

Scenario:	Contributor:
When they aren't interested at this time	Bryan Kreuzberger, Founder of Breakthrough Email

Template

Hi [FIRST NAME],

Thanks for the quick response. Since it doesn't make sense to talk, I have one quick question. What would need to change in the future for it to make sense for us to talk?

Thanks for your feedback,

[YOUR NAME]

What this email does well:

- Doesn't try to sell and simply asks for feedback
- Short and sweet

17) “Keeping Your Information Counter” Email That Gets a 30% Response Rate

Scenario:	Contributor:
When they offer to keep your information on file	Bryan Kreuzberger, Founder of Breakthrough Email

Template

Hello [FIRST NAME],

Thanks for the quick response. I’ve found that when people say they will keep my information on file, typically it’s just a polite way of saying they aren’t interested. If that is the case, do I have your permission to close your file?

If it is a timing issue, what would need to change in the future for it to make sense to talk?

Thanks for your feedback.

[YOUR NAME]

What this email does well:

- Approaches the lack of interest directly
- Gives the prospect the option to close off communication
- Opens up the possibility to speak again if anything changes

Example

...

To: Your Recipient
From: You
Subject: Is this goodbye?

Hello Suzie,

Thanks for the quick response. I've found that when people say they will keep my information on file, typically it's just a polite way of saying they aren't interested. If that is the case, do I have your permission to close your file?

If it is a timing issue, what would need to change in the future for it to make sense to talk?

Thanks for your feedback.

Angelica

Break Up Email Templates

18) "Breakup Email" That Gets a 33% Response Rate

Scenario:	Contributor:
When your prospect has ignored your numerous follow up attempts	Katharine Derum, Sales Manager at HubSpot

Template

Hi [FIRST NAME],

I've tried to reach you a few times to go over suggestions on improving [BUSINESS NEEDS], but haven't heard back which tells me one of three things:

- You're all set with [BUSINESS NEED] and I should stop bothering you.
- You're still interested but haven't had the time to get back to me yet.
- You've fallen and can't get up and in that case let me know and I'll call someone to help you.
-

Please let me know which one as I'm starting to worry!

[YOUR NAME]

What this email does well:

- Reminds the prospect what you want to help them
- Lets the prospect easily say "no"
- Injects some humor

19) “I Feel Like a Stalker” Email That Got a 70% Response Rate and Booked 30+ Silicon Valley Executives

Scenario:	Contributor:
Your prospect hasn't responded after multiple follow up emails	Lloyed Lobo, Co-Founder of Traction Conf and Head of Growth at Speakeasy.co

Template

Hey [FIRST NAME],

How's it going?

I feel horrible troubling you and I'm starting to feel like a stalker. Much appreciated if you can let me know if you'd [CALL TO ACTION]. If not, I won't send you another email.

Here's the most recent updated list of [PEOPLE / COMPANIES] I've worked with: [LIST OF COMPANIES / PEOPLE].

Cheers,

[YOUR NAME]

What this email does well:

- Takes a slightly humorous approach by pointing out how much he has emailed them
- Lets them easily say "no"
- Provides social proof of other people he has booked

20) “Closing Your File” Email That Gets a 76% Response Rate

Scenario:	Contributor:
When prospects completely stop responding to your emails	Bryan Kreuzberger, Founder of Breakthrough Email

Template

Hey [FIRST NAME],

I’m writing to follow up on my email and voicemail. We are in the process of closing files for the month. Typically when I haven’t heard back from someone it means they are either really busy or aren’t interested. If you aren’t interested, do I have your permission to close your file?

If you are still interested, what do you recommend as the next step?

Thanks for your help.

[YOUR NAME]

What this email does well:

- The subject line plays on the idea that no one knows what “close your file” means, so it builds the desire to open the email
- Provides the prospect with an easy way out so they don’t feel bad for not responding
- Asks the prospect to set the next steps so they make a small commitment
- Thanks the prospect for helping - people like helping other people

21) “Permission to Close Your File” Email That Gets a 76% Response Rate

Scenario:	Contributor:
You asked for permission to close their file and they said yes	Bryan Kreuzberger, Founder of Breakthrough Email

Template

Hello [FIRST NAME],

Thanks for your email. I closed your file. Since it is over, I have a quick question. Why is it you aren't interested? Was it something I did?

If there is any way I can improve, let me know. I'm always looking for input.

Thanks for your help,

[YOUR NAME]

What this email does well:

- Subject line makes it clear that it isn't a sales email
- Lets them know it's over and that you've heard them say "no"
- Asks a short, easy-to-answer question

A Full Email Sequence That Closed \$100,000 in 30 Days

22) "Free to Chat?" Email That Opens Up the Conversation

Template

Hi [FIRST NAME],

Because I work so much within the [INDUSTRY NAME] industry, I constantly follow industry news. Recently I noticed that you've [COMPANY ACCOMPLISHMENT]. Congratulations!

Usually when that happens, [BUSINESS ISSUE] becomes a priority. That's why I thought you might be interested in finding out how we helped [WELL-KNOWN COMPANY OR COMPETITOR] get going quickly in their new direction — without any of the typical cookie cutter approaches to marketing.

Check out our previous campaigns here — [LINK TO RELEVANT CASE STUDY]. If you'd like to learn more, let's set up a quick call. Schedule 15 minutes here on my calendar: [CALENDAR LINK].

Regards,

[YOUR NAME]

P.S. If you're not the right person to speak with, who do you recommend I talk to?

What this email does well:

- Shows that they're paying attention to the prospect
- Demonstrates credibility by explaining that they helped another business with the same problem
- Shares case studies so the prospect can do their research if they're interested
- Provides a simple way for the prospect to schedule a meeting

23) Follow Up Best Practice: “Connect More Effectively With People Who Downloaded Information From Your Website”

Scenario:	Contributor:
You're getting back to someone who downloaded a whitepaper or an e-book	Mike Montague, Sandler

Template

Hi [FIRST NAME],

This is [YOUR NAME] from [COMPANY]. I noticed that you [DOWNLOADED/WATCHED/LISTENED] our [PIECE OF CONTENT], [LINK]. I just wanted to make sure you got the [PIECE OF CONTENT] and to see if you had any questions. There is a lot of information in there, and I thought I might be able to help you find the answers you are looking for.

Let me know if you would like to schedule some time to chat.

What this email does well:

- Establishes appropriate rapport with prospect
- Engages the prospect in a meaningful conversation
- Helps to find out prospect's pain points or challenges

23) “Here's a Free Tool” Email That Provides Value to the Prospect

Template

Hello [FIRST NAME],

I'm following-up my previous email with a [COMPANY PIECE OF CONTENT] I think you'll love.

It's a [PIECE OF CONTENT DESCRIPTION] I created just for you (literally, your name is on it), that will help you understand how your [PROSPECT INDUSTRY] is different from other [COMPETITORS].

Click here to use the [PIECE OF CONTENT, LINK]. When we speak, I'll [DISCUSS RESULTS].

I'm sharing my calendar [MEETING LINK] so we can schedule a convenient time to discuss.

Enjoy your [DAY/NIGHT/WEEKEND],

[YOUR NAME]

What this email does well:

What this email does well:

- Provides a free resource that could help the prospect
- Makes the prospect feel special by letting them know it was made just for them
- Makes it easy for the prospect to book a meeting by using the Meetings Tool in HubSpot Sales

24) “Trying to Connect” Email That Understands the Prospect is Busy

Template

Hi [FIRST NAME],

I’m sorry we haven’t been able to connect. Again, I know how hectic things can get at work and with family.

I would be available for a call during [YOUR AVAILABILITY OPTION 1] or [YOUR AVAILABILITY OPTION 2] if that’s easier for you. I don’t mean to bug you, but I do want to help you manage your team so you can exceed your goals of [GOAL].

To schedule a time on my calendar, just click here: [CALENDAR LINK]

Best,

[YOUR NAME]

What this email does well:

- Lets the prospect know he isn’t trying to pressure them or be pushy
- Shows that he wants it to be convenient for the prospect by offering to speak outside of work hours
- Continues to make it easy for the prospect to book a meeting using the Meetings Tool

Example



To: Your Recipient
From: You
Subject: Let's meet on Monday!

Hi Justin,

I'm sorry we haven't been able to connect. Again, I know how hectic things can get at work!

I would be available for a call during Monday between 3 and 5 or Wednesday anytime before noon if that's easier for you. I don't mean to bug you, but I do want to help you manage your team so you can exceed your goals of website traffic for the month.

To schedule a time on my calendar, just click [here](#).

Best,
AJ

25) “Permission to Close Your File” Email That Gracefully Closes the Loop

Template

Hi [FIRST NAME],

I’m writing to follow up. We are in the process of closing files this month. Typically when I haven’t heard back from someone it means they are either really busy or aren’t interested. If you aren’t interested, do I have permission to close our discussion? If you are still interested, what do you recommend as a next step?

Thanks for your help.

Regards,

[YOUR NAME]

What this email does well:

- Lets the prospect know he won’t bother them anymore, and also gives them another chance to connect if they truly have been too busy
- If interested, he asks the prospect to direct next steps to get some commitment

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