

Corporate Outreach Templates Kit

Ready-to-Use Templates for B2B Sales and Partnerships

Overview

This kit includes email templates, outreach scripts, and one-pagers for corporate gifting and wholesale partnerships. All templates are written in a professional but personable tone—confident without being pushy. Deploy in Google Docs, customize with your details, export as PDF.

Template 1: Cold Email – Corporate Gifting Pitch

Subject: Corporate Gifting That Stands Out

Body:

Hi [Decision Maker Name],

I'm reaching out because I think there might be an opportunity here.

We're Chocolat on James—a small artisanal chocolate maker in Hamilton. Over the past [X years], we've worked with [#] companies to create memorable corporate gifts. Not generic gift baskets. Thoughtfully curated chocolate experiences that actually make clients and employees feel valued.

Here's what typically happens: companies scramble in October/November for “corporate gifts.” They end up with something generic. It arrives, it's nice, but it doesn't stand out. Within a week, it's forgotten.

We do things differently.

What We Offer

Customized chocolate collections that reflect your brand and values:

- **Tiered Gifting:** Small gifts for a broad audience, premium selections for top clients.
- **Branding:** Your logo, your message, your values baked in (literally—on custom packaging or cards).
- **Flexibility:** Any budget, any quantity, any timeline (within reason).
- **Local:** Everything is made here. That's a story your clients and employees will appreciate.

Why It Works

1. **It's memorable.** People don't forget chocolate. They taste it, they enjoy it, they remember *you*.
2. **It's values-aligned.** Artisanal, ethically-sourced chocolate tells clients that your company cares about quality and doing things right.
3. **It scales.** Whether you're gifting to 10 people or 100, the experience is consistent.
4. **It's cost-effective.** You pay less per unit than you'd think for something this thoughtful.

Next Steps

I'd love to set up a quick 15-minute call to understand your goals and show you what's possible. We usually have a few concepts and pricing options we can walk through.

Are you available next week? Let me know what works.

[Your Name]
Chocolat on James
[Phone]
[Email]

P.S. If you're in Hamilton, we're happy to meet in person. The space is small but the chocolate is worth the visit.

Template 2: Follow-Up Email – Gentle Reminder

Subject: Following up on corporate gifting

Body:

Hi [Name],

I sent a note last week about corporate gifting and didn't hear back. No worries—I know things get busy.

I wanted to follow up because I genuinely think this might be useful for your team. If November/December is a thing you do (most companies do), talking now gets you ahead of the rush.

Happy to send over a quick one-pager with options and pricing, or just grab 15 minutes if you want to talk it through.

What works better?

[Your Name]

P.S. If now's not the right time, I get it. But bookmark us for next year. We'll be here.

Template 3: Partnership Inquiry – Collaboration with Local Businesses

Subject: Collaboration idea: Local Partnership

Body:

Hi [Partner Name],

I've followed your work for a while and genuinely admire what you're building at [their business].

I'm [Your Name] with Chocolat on James. We're a small chocolate maker here in Hamilton, and we're always looking to collaborate with other makers and businesses that share our ethos: quality, authenticity, community.

I have a few ideas:

1. **Cross-promotion:** Feature each other's work to our respective audiences.
2. **Co-branded offerings:** Create something together that combines both our strengths.
3. **Event collaboration:** Host a tasting or experience that brings both our communities together.

I'm not sure if any of this resonates, but I'd love to explore it. Even if there's no formal partnership, I'd enjoy grabbing coffee and learning more about what you're doing.

Are you open to a conversation?

[Your Name]
Chocolat on James
[Phone]
[Email]

Template 4: One-Pager – Corporate Gifting Overview

[Note: This would be formatted as a visual one-pager in Google Docs. Here's the text/structure:]

HEADLINE:

Chocolate Gifts That Make an Impact

SUBHEADING:

Memorable, ethical, locally-made. For clients, employees, events.

THE PROBLEM

Generic gifts don't stand out. They're forgotten by next week. Your team deserves better. Your clients deserve better.

THE SOLUTION

Artisanal chocolate from Chocolat on James. Thoughtfully curated. Beautifully presented. Aligned with your values.

THREE TIERS

Tier 1: Appreciation

\$12–\$18 per person

Single-origin chocolate square with branded card.

Perfect for: Large client lists, employee appreciation.

Minimum: 25 units.

Tier 2: Premium

\$30–\$45 per person

Curated 6–8 piece collection, custom packaging.

Perfect for: Top clients, partnerships, key stakeholders.

Minimum: 10 units.

Tier 3: Signature

\$60–\$100+ per person

Bespoke collection, premium packaging, tasting guide.

Perfect for: VIP relationships, executive gifts, events.

Minimum: 5 units.

WHY ARTISANAL?

Quality: Real ingredients, ethical sourcing, handcrafted.

Memorable: Stands out from generic alternatives.

Local: Supports Hamilton, tells a good story.

Customizable: Your branding, your message.

Values-aligned: Reflects well on your company.

TIMELINE

Standard orders: 2–3 weeks lead time.

Rush orders: Available for orders over \$500 (5–7 days).

Custom branding: Add 1 week.

PRICING EXAMPLE

Company A gifts to 50 people (Tier 1):

$50 \times \$15 = \750

Cost per person appears to be \$15—but the impact is priceless.

NEXT STEPS

1. Decide your tier and budget.
2. Choose your recipients and timeline.
3. We'll propose options and pricing.
4. Review, approve, produce.
5. Deliver or ship.

CONTACT

[Your Name]

Chocolat on James

[Phone]

[Email]
Hamilton, Ontario

Let's create something memorable.

Template 5: Email – Post-Meeting Follow-Up

Subject: Great meeting—here's what we discussed

Body:

Hi [Name],

Thanks so much for taking the time to talk through corporate gifting. I enjoyed learning more about [their business] and understanding what you're looking for.

As we discussed:

- You're looking to gift to approximately [#] people.
- Timeline is [specific date/window].
- Budget range is [amount].
- Preference is [customization preference, e.g., "branded packaging"].

Next Steps

I'll put together a proposal with 2–3 options that fit those parameters. I'll send it over by [date] and we can refine from there.

If you think of anything else before then, just shoot me a message.

Looking forward to working together.

[Your Name]

Template 6: Proposal Email – Formal Offer

Subject: Your Corporate Gifting Proposal – Chocolat on James

Body:

Hi [Name],

As promised, here's the proposal for your corporate gifting program.

ATTACHED: Formal proposal document (1 page) with three tiers of options, pricing, and timeline.

THE SUMMARY

Based on our conversation, I'd recommend **Tier 2 (Premium)** for your needs. Here's why:

- It's in your budget range at \$[amount] total.
- The presentation is professional but personal—fits your brand.
- You can tier it: some clients get the full experience, others get a simpler version.
- Timeline works: we can deliver by [date].

TOTAL INVESTMENT: \$[amount]

INCLUDED

- [#] custom-curated chocolate boxes
- Branded cards with your message
- Elegant packaging
- Delivery to your location

WHAT HAPPENS NEXT

1. You review the proposal.
2. You let me know if you'd like to move forward or tweak anything.
3. We confirm timeline and payment terms.
4. We produce.
5. Your clients receive something they'll actually remember.

QUESTIONS?

Reply to this email or give me a call at [phone]. I'm happy to walk through anything.

Thanks again for considering us.

[Your Name]

Chocolat on James

Template 7: Invoice and Payment Terms Email

Subject: Ready to Move Forward? Here's How

Body:

Hi [Name],

Great news—we're ready to produce your corporate gift order!

HERE'S THE BREAKDOWN

Order: [Description, e.g., "50-unit Tier 2 Premium Collection, branded packaging"]

Total: \$[amount]

Timeline: Delivery by [date]

PAYMENT OPTIONS

1. **50% deposit now, 50% on delivery** (standard)
2. **Full payment up front** (payment method options below)
3. **Net 30** (for established corporate accounts)

HOW TO PAY

- Credit card: [link or instructions]
- Bank transfer: [details]
- Cheque: [details]

Once we receive payment, production begins immediately.

QUESTIONS?

Reply to this email or call [phone].

[Your Name]

Template 8: Delivery Confirmation

Subject: Your Chocolat on James Gift Order is Ready!

Body:

Hi [Name],

Your corporate gift order is complete and ready for delivery.

ORDER DETAILS

[Item description], qty [#], total [amount].

DELIVERY

Will be delivered [day/date] between [time window].

Location: [address].

Or we can ship it—let us know your preference.

INCLUDED IN YOUR SHIPMENT

- Your custom boxes
- Branded cards/packaging
- Tasting guide (optional)

NEXT STEPS

Once received, your team will handle distribution. Any questions from your recipients? Send 'em our way.

We'd love to hear how it lands. If you get feedback, we'd genuinely like to know.

Thanks for the business. It was great working with you.

[Your Name]

Chocolat on James

P.S. If you need this again next year, we'll remember exactly what you did. Makes the repeat order even easier.

Outreach Script – Phone Call

Goal: Introduce corporate gifting option in a friendly, low-pressure way.

OPENING

“Hi [Name], it’s [Your Name] from Chocolat on James. Do you have 30 seconds?”

[Wait for response.]

“Great. I’m reaching out because we work with companies in Hamilton on corporate gifting, and I thought it might be relevant for you. Have you thought about what you’ll do for corporate gifts this year?”

IF YES, THEY’VE ALREADY DECIDED:

“Got it. Well, if you ever want to try something different—or if next year comes around—I’d love to show you what we do. It’s different from the typical corporate gift, and our clients really respond to it.”

[Leave contact info or ask permission to send a one-pager.]

IF NO, THEY HAVEN’T DECIDED:

“Perfect timing then. We work with teams to create chocolate gifts that actually stand out. Not generic baskets—thoughtfully curated selections that clients and employees genuinely appreciate. Does that sound like something worth exploring?”

[If interested: “Can we set up 15 minutes next week?” / If not: “No problem. Can I send you a quick one-pager? That way, if something changes, you know where to find us.”]

CLOSING

“Thanks for your time. If you want to talk more, just give me a call or send me an email. Either way, I appreciate you taking my call.”

Customisation Tips

- Personalise every outreach with a specific reason you reached out.
 - Reference their business, recent news, or mutual connections if possible.
 - Keep first emails short (under 100 words if you can).
 - Always give them an easy out. People respond better to “no pressure” than pushy sales.
 - Follow up, but don’t harass. 2–3 touchpoints is the sweet spot.
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Deployment

1. Copy each template into Google Docs.
2. Customize with your details (name, phone, email, company info).

3. Add your logo and branding.
4. Export as PDF for reference.
5. Use the email versions directly in your email tool (Gmail, Mailchimp, etc.).

Next Phase: Track which templates and outreach methods work best. Refine based on response rates and conversions.