**Sandwich Box:** Email Automation Sequence

Please see below cold outbound email automation sequence as requested on Fiverr.com.

The goal of this sequence is to generate leads for gaining of retail buyers in delis and cafes.

I feel your biggest opportunity lies within creating partnerships. The opportunity of a partnership is what I believe will jump out from the email and grab the recipient’s attention, rather than directly trying to sell your service.

I have taken the angle of you being the quality recognised creator and distributor of sandwiches, chocolate and beverages in London; and you are now on the hunt for additional, selected partner retailers due to the massive upturn in demand. This not only provides a sense of social proof (we are looking for *additional* retailers and we are *recognised)*, but also offers a real feeling of exclusivity as you have specially selected them to partner with you. I feel this approach will encourage the recipient to take action as oppose to suspecting that these are the same old sales emails that they’re used to seeing and subsequently delete.

I have also deliberately left out detailing *overly* specific information on your service offering as I feel this would greatly hinder your chances for warm responses, as I believe many people would feel like they are being sold to and would most likely reject your mails without you having the opportunity to explain the benefits in full-detail. Trust is an important factor. With the below approach, you are able to gain your warm responses and then have a strong opportunity to sell your offering and its great benefits within a formal meeting.

I have tailored this sequence deliberately to give your mails the best chance possible of landing in a recipient’s inbox as opposed to the spam/junk folder. Specific trigger words, formatting and phrases have been left out so as not to encourage mail servers to push our mails anywhere other than the inbox. This is very important.

This sequence is non-pushy and non-salesy, and completely focusses on the opportunity for building a partnership. The direct nature of these emails reduces the possibility that the recipient will simply delete your email without reading it through first. That’s why it is incredibly important to always keep cold emails short, and very direct. This is a strict rule.

A response is our goal. Once you have a response, you are then granted the opportunity to set up a meeting where you can talk details and move the lead through to your end goal.

Content below includes:

* Email chronology
* Title/subject of email
* Content of email

Kind regards, Rhysea.

*Disclaimer: Upon execution of this email sequence within a wider sales strategy, success of subsequent sales is not to be measured through the effectiveness of this email sequence. I have no power to control your email list or skill at sales. I appreciate your understanding.*

*Note: leads and sales are two different things.*

*Typical lead generation process:*

*Lead generation > appointment setting for meeting > attending of meeting and closing of business > execution of work and after sales care > repeat*

**Email 1 | Day: 0 (Tuesday) | Time: PM**

*Subject:*

“[first name], can you refer me?” OR “Referral” [[1]](#footnote-1)

*Content:*

Hi [first name],

Would you mind referring me to the person at [company name] responsible for partnerships?

I’m [your job title] at Sandwich Box, the finest quality catering provider in London. We’re partnering with selected delis and cafes to optimise their catering service through the delivery of handmade, locally-produced sandwiches, chocolate, beverages and other such foods which is seeing a massive upturn in consumer demand across the country.

Our current retail partners are seeing huge increases in sales thanks to our super delicious and high-quality locally-made products.

After researching [company name], we are impressed by your reputation and so wanted to explore a partnership with you as I feel there is a great opportunity for us to work together.

Who is the best person to speak with about this please?

**Name Name** | Job Title | [website when available]

Address address address address address address [[2]](#footnote-2)

**Email 2 | Day: 3 (3 days after email 1) | Time: PM**

*Subject:*

RE: “[first name], can you refer me?” OR “Referral” [[3]](#footnote-3)

*Content:*

Hi [first name], did you get my earlier email regarding a partnership? Who is the best person to speak with about this please?

[your first name only].

Sent from my iPhone [[4]](#footnote-4)

**Email 3 | Day: 6 (3 days after email 2) | Time: PM**

*Subject:*

RE: “[first name], can you refer me?” OR “Referral” [[5]](#footnote-5)

*Content:*

Hi [first name],

I'm following up from my previous email hoping you can point me to the person responsible for partnerships?

Our retail partners in delis and cafes throughout London are seeing a massively growing demand for better quality and locally-sourced foods for their customers and as the quality recognised producer and caterer of sandwiches, chocolate and beverages in London, we have seen a rapid and huge increase in demand for our food products being sold through delis and cafes in the area.

Thanks to this demand, it is now necessary for us to expand operations and on-board additional trusted and reliable retailers to help us supply this uptake in business.

We have a stringent selection process for the retailers we work with and after investigating [company name], I wanted to invite you into a partnership.

Who is the best person to speak with about this please?

**Name Name** | Job Title | [website when available]

Address address address address address address [[6]](#footnote-6)

**Email 4 | Day: 10 (4 days after email 3) | Time: PM**

*Subject:*

RE: “[first name], can you refer me?” OR “Referral” [[7]](#footnote-7)

*Content:*

Hi [first name],

I know we haven't been able to connect, so I will assume you see no fit for Sandwich Box and the opportunity we have to partner together through a close relationship of our increasingly popular and in-demand homemade, locally-produced foodstuffs and beverages - or perhaps you are simply too busy.

Either way, I want to respect your time so this will be my last contact.

If you or your appropriate colleague would like to connect simply to explore opportunity, please don’t hesitate to get in touch.

Thank you.

**Name Name** | Job Title | [website when available]

Address address address address address address [[8]](#footnote-8)

1. *a/b test this title through your automation software. Title must always stay the same. Everything must be consistent for the sake of maintaining the message and not losing our prospect* [↑](#footnote-ref-1)
2. *if you don’t already, ensure you have all relevant information in your email signature, including, but not limited to, your social media, awards and key facts* [↑](#footnote-ref-2)
3. *a/b test this title through your automation software. Title must always stay the same. Everything must be consistent for the sake of maintaining the message and not losing our prospect* [↑](#footnote-ref-3)
4. *this email is great for a personal, direct approach. It shows you are thinking of them even when out of the office. This email alone has generated many a success, quite simply because it looks “real” and is ambiguous enough to arouse intrigue* [↑](#footnote-ref-4)
5. *a/b test this title through your automation software. Title must always stay the same. Everything must be consistent for the sake of maintaining the message and not losing our prospect* [↑](#footnote-ref-5)
6. *if you don’t already, ensure you have all relevant information in your email signature, including, but not limited to, your social media, awards and key facts* [↑](#footnote-ref-6)
7. *a/b test this title through your automation software. Title must always stay the same. Everything must be consistent for the sake of maintaining the message and not losing our prospect* [↑](#footnote-ref-7)
8. *if you don’t already, ensure you have all relevant information in your email signature, including, but not limited to, your social media, awards and key facts* [↑](#footnote-ref-8)