



Kick-Ass Cold Email Templates & Best Practices to Boost Your Outreach

Creating 100% personalized emails takes time and effort that salespeople in small businesses cannot afford. Plus, the effort it takes to create personalized emails is hard for a salesperson as the communication is non-verbal.

Still, cold emailing needs to be a thing to create new relationships with prospects.

According to this [research](#), the average open rate for all industries is around 21%. That's 2 in every 10 emails sent.

So, what can salespeople in growing businesses do?

You can use these best practices & templates as guidelines in your process of creating and sharing cold emails.

Let's start with the basics.

Types of Cold Emails

Direct Engagement

Direct engagement emails are targeted at decision-makers who are placed high up in the value chain. You may want to pitch your idea directly to them.

Target Recipient - CEO, CTO, CMO, VP, or Senior Manager

Referral

Referral emails are when you are unsure who the key decision-makers are, but you have a contact you want to leverage. You may ask them to guide you to the right person.

Target Recipient - Could be anyone - from a Salesperson to a higher-ranking professional.



Remember this distinction as confusing one with the other can moot your efforts quickly.

Cold emailing isn't about boiler-plate, vanilla communications and hoping for the best. Following updated cold email best practices can garner better responses to your relationship-building efforts.

Cold Email Templates

Direct Engagement - Template

Hi <CUSTOMER NAME>, [Never use 'Dear'. They are not your friends or family.]

My name is <YOUR NAME> and I work as a <YOUR PROFILE> at <YOUR ORG.NAME>.

<YOUR ORG. NAME> is a <PRODUCT/SERVICES> designed to help <TARGETAUDIENCE> <CHALLENGE>.

We offer <TARGET AUDIENCE>-

- < HIGH-LEVEL BENEFIT/SERVICE 1>
- < HIGH-LEVEL BENEFIT/SERVICE 2>
- < HIGH-LEVEL BENEFIT/SERVICE 3>

We are very keen to set up a quick call to understand your current challenges and how <YOUR ORG. NAME> can be of help.

Would you be interested? [Don't be presumptuous and ask for a time, date. The customer will connect with you if they wish.]



Regards,

<SIGNATURE>



Direct Engagement - Kylas Sample

Hi Luke,

My name is Darth and I work as a Business Expert for [Kylas](#).

Kylas is a sales CRM platform designed to help small businesses scale with expertise.

We offer growing businesses-

- An easy-to-use CRM tool built for newbies and advanced users as well.
- Unlimited Users and Affordable Price Plans for effective team collaboration.
- Access to a Pool of Experts to help you apply industry best practices & scale.

We are very keen to set up a quick call to understand your current challenges and how Kylas can be of help.

Would you be interested?



Darth Vader

Referral - Template

Hi <CUSTOMER NAME>,

My name is <YOUR NAME> and I'm a <YOUR PROFILE> at <YOUR ORG. NAME>.

We help <TARGET AUDIENCE> with <ELEVATOR PITCH>. [\[Don't have an elevator pitch yet? Read this blog.\]](#)

I came across your <BUSINESS/PRODUCT> when an associate referred it to me. It was refreshing to see rave reviews and the progress you've made in the

field of <INDUSTRY/NICHE>. We would be delighted to have a quick call with your organization to understand your aspirations and if <YOUR ORG. NAME> could be of help in your growth journey.

Would the Business Development Team at <BUSINESS> be the right point of contact for this? If not, could you point me to the concerned department?

Thank you for the help! <Short emails don't always bring positive results. Email length depends on the complexity of the challenge & solution.>

[SIGNATURE]

Referral - Kylas Sample

Hi Luke,

My name is Darth and I'm a Business Expert at [Kylas](#). We help growing businesses scale with the right blend of technology and expertise

I came across your product when an associate referred it to me. It was refreshing to see rave reviews and the progress you've made in the field of water conservation. We would be delighted to have a quick call with your organization to understand your aspirations and if Kylas could be of help in your growth journey.

Would the Business Development Team at XYZ be the right point of contact for this? If not, could you point me to the concerned department?

Thank you for the help!

Best,

Darth Vader

Now, let's quickly look at with some best practices for cold emails.



7 Cold Emailing Best Practices

1. Make it all about **them** and their **profile**

Think about your ideal customer - what they need and what they don't.

Go through a list of prospects ideal for your business, read about them on their websites and LinkedIn profiles.

Use words like 'you' and 'your' to make the communication more personal (and human!).

Examples -

- This is how you can improve [CHALLENGE]!
- Does [SOLUTION] sound like a good option for your team?

2. Use **sensory words** like see, touch, show, hear

Let your prospects feel how your product or service is.

Sensory words tend to hold good weightage in any conversation.

Examples -

- I can show you how [PRODUCT] works.
- I wanted to connect with you seeing as...

3. Focus on the **how** and the **why**

If you want someone you don't know to invest or partner with you, then you'll have to make a case. Explain the Why and the How by using

explanatory terms like 'because', 'means', & 'such as'.

Examples –

- ...which means you can optimize and shorten your sales cycle.
- ...because the facts say so.

4. Don't ignore their *pain-points*

Let the prospect know that you understand them and know how to resolve their specific challenge(s).

Examples –

- Is your business facing the challenge of slow response rates?
- The best solution to your [CHALLENGE] is [SOLUTION]!

5. Avoid being *salesy*

Subject lines and content that you don't want against your brand name.

Examples –

- Cash in by buying [PRODUCT], today!
- Special rate just for you!

6. Skip the *claims*

Claims don't work as much as they used to unless they are backed by research.

In that case, you must inform the same to the use in the subject line.

Examples –

- We help our clients *maximize returns by 300%*.
- Improve sales by *10x*.

7. Avoid **shock-value** headlines and content

Shock value subject lines can wind one up so much that they can blacklist your mailing address.

Examples –

- OMG! This could be your last chance to buy [PRODUCT]!
- 😱 You can MURDER your competition with [PRODUCT]. 😊

For more scintillating examples, just go to your SPAM folder.

Cold emailing should never come across as 'cold' (pun intended). Take these cold email examples that can help you make that crucial initial connection your need.

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