

Sales email templates

Email templates are amongst the most versatile tools in a sales enablement manager's arsenal.

They can provide a baseline for consistency in sales messaging, while at the same time being endlessly customizable. They are also a great resource to include in starter packs for new reps.

Below you can find several examples that can be used as starting-points for building out a comprehensive content library for sales reps.

Initiating contact

Research is the name of the game for a thoughtful, personalized cold email. Equally important to include is the added value of the product/service and a clear call-to-action.

Example

Hi **[lead name]**,

I'm **[insert name]**, **[insert job title]** with **[insert company name]** and we **[brief elevator pitch/value prop]**.

I recently came across your recent podcast episode and I couldn't agree more with your view that automation will play an essential role in the future of sales enablement.

You mentioned that your sales enablement team at **[company]** is fairly new and that you're tasked with onboarding and training dozens of new international hires every month, taking up a significant amount of your time.

We work with many companies such as **[their competitor]** to help them manage and streamline their onboarding process - on average, our solution increases retention rates by X% and lowers time-to-productivity by X%.

I would love to share some further information on how companies in **[industry]** use our solution to cut down on manual processes and prioritize value-adding activities.

Do you have time for a 10-minute chat, either **[insert date]**, or **[insert date]**?

Best,

[Sales rep]

Nurturing

Nurturing a lead can take on many forms, but one of the most effective ways to engage is by sharing compelling content that helps build brand awareness and credibility. Emails should be tailored to reflect relevant pain points or areas of interest for the targeted lead.

Example

Hey **[lead name]**,

We've just wrapped up this great report on the key trends in sales enablement automation for 2024 - took a while to put together, but it's finally done!

It's a comprehensive assessment of how companies such as **[competitor]** and more are deploying automation to turbocharge their enablement practices.

The report dives into the following:

- Relevant point #1
- Relevant point #2
- Relevant point #3

We're basically sharing the inside scoop on how sales enablement leaders in **[industry]** and beyond are implementing automation solutions, as well as highlighting some remarkable case studies in enablement success.

Check it out, and let me know your thoughts or if you have any questions!

Overcoming objections

Some of the most common objections include pricing, product fit, competitor solutions, and decision-making capability, all of which require a slightly different approach. However, the basic template to handling objections is the same - acknowledgment, follow-up questions, and further information or alternatives offered.

Here is a basic template for dealing with pricing objections - the key is to avoid offering dollar value discounts, while at the same time maintaining flexibility to work with their needs.

Example

Hi **[lead name]**,

Thanks for your email. I understand your concerns about our pricing structure, and I'm happy to work with you to bring it closer to your numbers.

To help us figure out a solution that makes it work for all of us, I wanted to ask whether there are certain elements of the overall package that didn't make as much sense to your team? We can be flexible in terms of adding and removing features from the package to make it a perfect fit.

Here are three alternatives for you to consider:

- Option 1
- Option 2
- Option 3

Let me know what you think - it'd be great to jump on a call to discuss this in further detail; which of the following would suit you best? **[insert dates]**

Cheers,

[Sales rep]

Winback

Sometimes, you can find yourself going through the entire sales cycle with an engaged lead, only for them to drop off at the last moment. There is no exact science to reestablishing contact with a lost lead, however oftentimes you need to recognize that it may not be you - it could be them.

A gentle reminder, coupled with a reiteration of how your product/service can help solve their specific challenge, can be the best approach.

Make sure to also open the floor to them and ask them for any extra information on why communication has dropped off - the conversation may then move to objection handling.

Example

Hi **[lead name]**,

I know that if you're anything like me, you probably get swamped with a million different projects, and some of them are placed on the back-burner for a while.

We connected back in **[date]** to chat about how our sales automation solution can help **[company]** address **[specific pain-points/challenges]**. I haven't heard back from you, so I'm guessing you've been busy on your end!

I would love to know if anything has changed with **[project]** at **[company]** since we've last spoken - happy to hop on the phone to discuss any new details and see how we can work together to move this to the front-burner and solve **[specific problem]**.

Looking forward to hearing your thoughts.

Best,
[Sales rep]
