

10

Unique Sales Email Introductions



#1

Formal

"The Classic
Vanilla"

Your article in <Magazine Name/Website/Journal>



Dear {First Name},

I recently read your article in <Magazine Name/Website/Journal> where you spoke about <topic> and how to use <solution> to address <pain point>. My name is Andrew, and although we've never met, that's exactly the type of thing we deal with.

#2

Humorous

"Find the
funny bone
in 'em"

Your family is going to love our <product name> CRM



Hi {First Name},

Before I talk about <product name>, why don't you give this puzzle a try?

R_AD_ F_RA C_A_ T_I_ W_ _K?

Thinking? Here's the answer – (...drumroll...) "Ready For A Chat This Week."

#3

Unexpected

“A bolt from
the blue”

Did you see the news? it's here...



Hey there, {first name}

The end is near for all businesses that don't send relevant and personalized emails to their customers. I am David, and I head the marketing division of <company name>. I'm curious to know how you ensure sending relevant and personalized emails?

#4

Piquing Curiosity

“Curiosity
doesn't
kill the cat”

Your mission (name), should you choose to open this mail



Hi {first_name},

Looks like you have a penchant for getting out of your comfort zone. If that's true, have you tried to solve the {pain point} most companies of your size face?

#5

Solving the pain points

“Be the guardian angel”

{Name}, how to put an end to {pain point} using {solution}



Hi {Prospect Name},

Your LinkedIn post discussing how your company is struggling to overcome {problem} made me think of others I know experiencing the same frustration.

#6

Personalized cold email intro

“NO one size fits all solution”

Dave, you could conquer the cubs



Hey there,

As a Cub fan, I'm sure you're aware of the marketing machine they've built to get fans and corporate partners engaged and converted. We were able to help them go from 300 to 30,000 unique site conversions per quarter with our solution.

#7

Compliment

“A word of
praise is equal
to ointment
on a sore”

Not another funding congratulatory mail



<First name>

I bet you've been drowning in a lot of congratulatory emails lately. I'm trying not to add to that, but hey! You folks absolutely deserve it.

#8

Warm reference

“The Friend
of
a Friend”

A friend sent me



Hi {NAME},

Mike and I are seeing great results with {CLIENT COMPANY}'s marketing automation at the moment, and when talking about who else would benefit, your name came up.

#9

cold reference

“The Right
Direction”

{initial contact} told me to get in touch with you



Hello {First name},

I just had an exciting conversation with {initial contact}, who directed me to you.

I noticed that {prospect company name} is being plagued by issues like {pain point 1},
{pain point 2}, {pain point 3}....

#10

Gatekeeper

Tip your hat
to 'em'

Looking for the best contact



Hello {prospect name},

My name is James. I was wondering if you could help me. I looked on the {COMPANY}
LinkedIn page, but I couldn't find your name. Are you usually the person who answers
the phone? I'd feel much better if I knew your name before asking a favor.