5 Email Cold Call Templates That Work!

A publication by

StandoutSales

Introduction

Email cold calling has taken the business world by storm. What only 2 years ago seemed unimaginable - to email someone out of the blue, initiate the selling process and make the sale, today has become the most effective element of the sales process.

Today you receive tens, if not hundreds email messages every day. Not all of them are email cold calls of course. But I bet at least a small percentage is coming from vendors trying to do business with you.

Many of those emails are poorly executed, a lot are simply ridiculous. That’s partially due to a lack of proper understanding of email cold calling among sales people.

That's why I wrote this short guide and my templates, to give you a head start with email cold calling.

Is This Book Right For You?

Stand Out Sales' publications cater for two groups of business people. See below descriptions of our publication's difficulty levels to determine if this information will satisfy your needs and match your expertise level.

BEGINNER

Beginner publications are intended for business owners who are only starting to dabble in writing and content marketing. These publications usually include introductory information, how-to and step-by-step instructions on basic copywriting related topics and fundamentals. After reading it you will be able to understand how copy and content work and write basic content types.

INTERMEDIATE ←- - - - - - - - - - - - - - - - - this book

Intermediate publications are for business people who are familiar with content marketing but so far gained only basic experience in it. From these publications you will mainly learn the fundamentals of marketing with content and get ready to create more advanced content.

StandoutSales

http://standoutsales.com

Books and Resources for Writing Small Business Copy

Books and publications created for **small business owners** and people who **need to understand copywriting and content marketing.**

- Learn How to Write Business Copy
- Discover How to **Promote** Your Business with Content
- Find out How to Use Copy to **Grow** Your Client Base

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About the Author

My name is Pawel Grabowski.

I am a freelance B2B copywriter, content marketer and blogger.

I help businesses like yours make friends with potential customers online; turn them into buyers and later, devotees of your brand.

I am also the owner of Stand Out Sales.

Find out more about me and my work at:

http://www.pawelgrabowski.me/

5 Email Cold Call Templates ... That Work!

Disclaimer

I wrote and used these templates successfully over the last 3 years. However I can’t give you a 100% guarantee that they will work equally well for you.

Also, I live in Europe and use British spelling. I did my best to ensure that those templates will be grammatically correct in the US as well, however you may have to edit them to suit your location and the English spoken where you live.

1

Dear [*Title*] [*Recipients Name*],

My name is [*Your Name*], I got your email from [*Name of the Person*], who is a good friend of mine.

I run a [*What Your Company Does*] called [*Your Company Name*], we help companies like yours to [_____].

I would like to set up a meeting with you next week if possible to present you some ideas how we could help you with [_____].

I will call you in the next 24 hours to check if such a meeting would be possible. In the meantime, should you have any questions regarding our offer, please do not hesitate to contact me at [*Your Phone Number*].

Kind Regards,

[*Your Name*]

[*Your Position*] at [*Your Company*]

Dear John,

My name is Adam Jones, I got your email from Mark Smith of XYZ Industries, who is a good friend of mine.

I run a copywriting company called Acme Words, we help companies like yours to make new friends online and convert visitors into buyers.

I would like to set up a short meeting with you next week to present some ideas how we could help you turn your ideas into persuasive copy.

I will call you in the next 24 hours to check if such meeting would be possible. In the meantime, should you have any questions regarding our offer, please do not hesitate to contact me at 111-2222-3333

Kind Regards,

Adam Jones

President at Acme Words

2

Dear [*Title*] [*Recipients Name*],

My name is [*Your Name*], I discovered your company through [_____], [_____].

I run a [*What Your Company Does*] called [*Your Company Name*]. We help companies like yours in [_____].

I understand that you may have a current supplier; however I believe that some of my ideas for [_____] might help you with [_____] and I would like to present them to you in person.

I will call you in the next 24 hours to arrange a suitable time for a meeting.

In the meantime, should you have any questions please do not hesitate to contact me at [*Your Phone Number*].

Best Regards,

[*Your Name*]

[*Your Position*] at [*Your Company*]

Dear Mr. Smith,

My name is Adam Jones, I discovered your company through XYZ Chamber of Commerce, an organisation I also belong to.

I run a marketing agency called Acme Marketing. We help companies like yours in developing their online brand.

I understand that you may have a current supplier; however I believe that some of my ideas for improving your online presence might help you with attracting new customers online as well as gaining a greater market share and I would like to present them to you in person.

I will call you in the next 24 hours to choose a suitable time for a meeting.

In the meantime, should you have any questions please do not hesitate to contact me at 111-2222-3333.

Best Regards,

Adam Jones

Owner at Acme Marketing

3

Dear [*Title*] [*Recipients Name*],

Let me introduce myself, my name is [*Your Name*], I am [*Your Position*] for [*Your Company*]. I discovered your company through [_____].

My company, [*Type of Company*] specializes in working with companies like yours to [_____]. We provide [_____], [_____] and [_____].

I believe that we could also increase your [_____] as well as [_____] and I would like to present you my ideas in person.

I wonder if a short meeting with you [*Proposed Time*] would be possible.

Best Regards,

[*Your Name*]

[*Your Position*] at [*Your Company*]

Dear Mr. Smith,

Let me introduce myself, my name is Adam Jones, I am an account executive for Acme Marketing. I discovered your company through XYZ Online Directory.

My company, a marketing firm with over 20 years of experience specialises in working with companies like yours to build their online brand.

We provide advertising, branding and promotion strategies.

I believe that we could also increase your online presence as well as help you attract more customers online and I would like to present you my ideas in person.

I wonder if a short meeting with you next week would be possible.

Best Regards,

Adam Jones,

Accounts Executive at ACME Marketing

4

Dear [*Title*] [*Recipients Name*],

Let me introduce myself, my name is [*Your Name*], I am an account executive for [*Your Company*]. You were recommended to me by [_____] whom I have known for the last [_____] years.

In this short email I would like to introduce [*Your Company*], [*Type of Company*] to you and ask for your time to be able to present my ideas to you in person.

[*Your Company*] was established in [_____] and specializes in working with companies like yours to help them [_____], [_____] as well as [_____]. Over the last [_____] years the projects we completed helped our customers

[_____] and [_____].

I believe that we could also help you achieve the same. I wonder if a short meeting with you [*Proposed Date*] to discuss some of my ideas would be possible.

I will call you in the next 24 hours to arrange a suitable time.

Kind Regards,

[*Your Name*]

[*Your Position*] at [*Your Company*]

Dear Mr. Smith,

Let me introduce myself, my name is Adam Jones, I am an account executive for ACME Company. You were recommended to me by Steve X whom I have known for the last 3 years.

In this short email I would like to introduce ACME Company, an industrial cleaning specialist to you and ask for your time to be able to present my ideas to you in person.

ACME Company was established in 2002 and specializes in working with companies like yours to help them maintain their offices, prepare conference and meeting rooms as well as dispose and destroy of documents.

Over the last 8 years the projects we completed helped our customers maintain the highest standard in presenting themselves through their headquarters and impress their clients and visitors.

I believe that we could also help you achieve the same. I wonder if a short meeting with you next week to discuss some of my ideas would be possible.

I will call you in the next 24 hours to arrange a suitable time.

Kind Regards,

Adam Jones

Account Executive at ACME Company

Dear [*Title*] [*Recipients Name*],

My name is [*Your Name*], I am [*Your Position*] at [*Your Company*], [*Type of Company*] from [*Location*]. I discovered your company through [_____], of which I am also a member.

As our client base includes many companies like yours, many of which we successfully helped with [_____], [_____] and [_____] I decided to get in have touch with you as well. I would like to present you some of the ideas I have that could help you with [_____].

I wonder if next week would be a suitable time?

Kind Regards,

[*Your Name*]

[*Your Position*] at [*Your Company*]

Dear Mr. Smith,

My name is Adam Jones, I am a Senior Designer at ACME Design, a web design studio from New York. I discovered your company through your local Chamber of Commerce, of which I am also a member.

As our client base includes many companies like yours, many of which we have successfully helped with building, maintaining and expanding their online presence I decided to get in touch with you as well. I would like to present you some of the ideas I have that could help you with gaining new customers online.

I wonder if next week would be a suitable time?

Kind Regards,

Adam Jones,

Senior Designer at ACME Design

Final Thoughts

I hope you found this publication useful and I just want to say **a big thank you** for downloading it. Also, just to let you know that **should I publish an update to my email cold call templates, I'll send you a copy for free**.

If you like this publication, don't forget to drop by to our blog at http://standoutsales.com/blog and say hello.

Also, check out our other free sales resources at http://standoutsales.com/sales-resources/

Lastly, make sure that you connect with me and Stand Out Sales online:

My personal Twitter: @pawelgra77

A Tiny Request from Me

I have shared some incredibly useful information with you in this book and I am sure that it will help you in make more sales.

Now I want to ask you for a little favour in return.

Once you finish reading this book and implement my advice into your work, send me a testimonial on how is it working for you. A line or two will be enough but I will be really happy if you share more.

Email your opinions directly to me at pawel@standoutsales.com

And please spread the info on this book. Tweet about it, mention on Facebook and email your friends about it. They can benefit from this advice too.

Thank you.

Pawel Grabowski

Owner

Stand Out Sales

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