

5 SALES EMAIL TEMPLATES FOR **CREATING** **AND ACCELERATING** **PIPELINE**



ABOUT THIS GUIDE

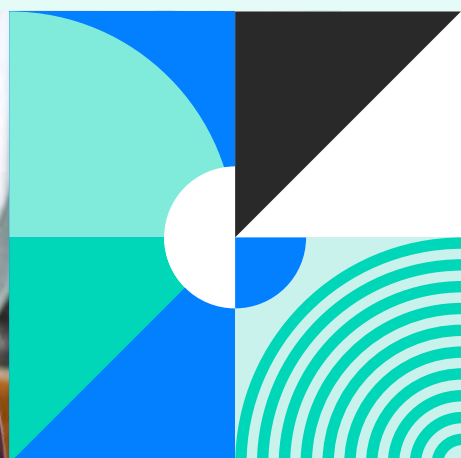
Email is a critical channel for revenue pros, especially if you're in a client-facing role. Inside you'll see an email template for five unique selling scenarios, plus tips to frame them. Each one is designed to either help you create new pipeline or move deals forward.

HOW TO USE THIS GUIDE

Each template is a complete example. Be sure to swap out relevant details for your buyer, product, market, etc. And always test to see what works for your specific audience to create the most effective email outreach.

TABLE OF CONTENTS

- [Cold Email Template — 2](#)
- [Follow up Prospecting Template — 3](#)
- [Objection Handling Template — 4](#)
- [Pre-meeting Template — 5](#)
- [Post-meeting Template — 6](#)



COLD EMAIL TEMPLATE

Use this template for your **first email** when reaching out to cold prospects.

5 TIPS FOR STELLAR COLD EMAILS

- 01 | Write Short subject line (1-3 words)
- 02 | Use resonance in the first line
- 03 | Call out a challenge affiliated with resonance point
- 04 | Show your solution to a challenge
- 05 | Clear call-to-action

Hiring quickly

jan 25, 2023, 10:57 a.m.



Hey {Name},

Saw that you've hired 20 sales people in the last 6 months — congrats.
How are you making sure your [forecasting process scales with your team]?

As hiring ramps up, many growth companies find that processes breakdown.
And forecasting is one of the main culprits.

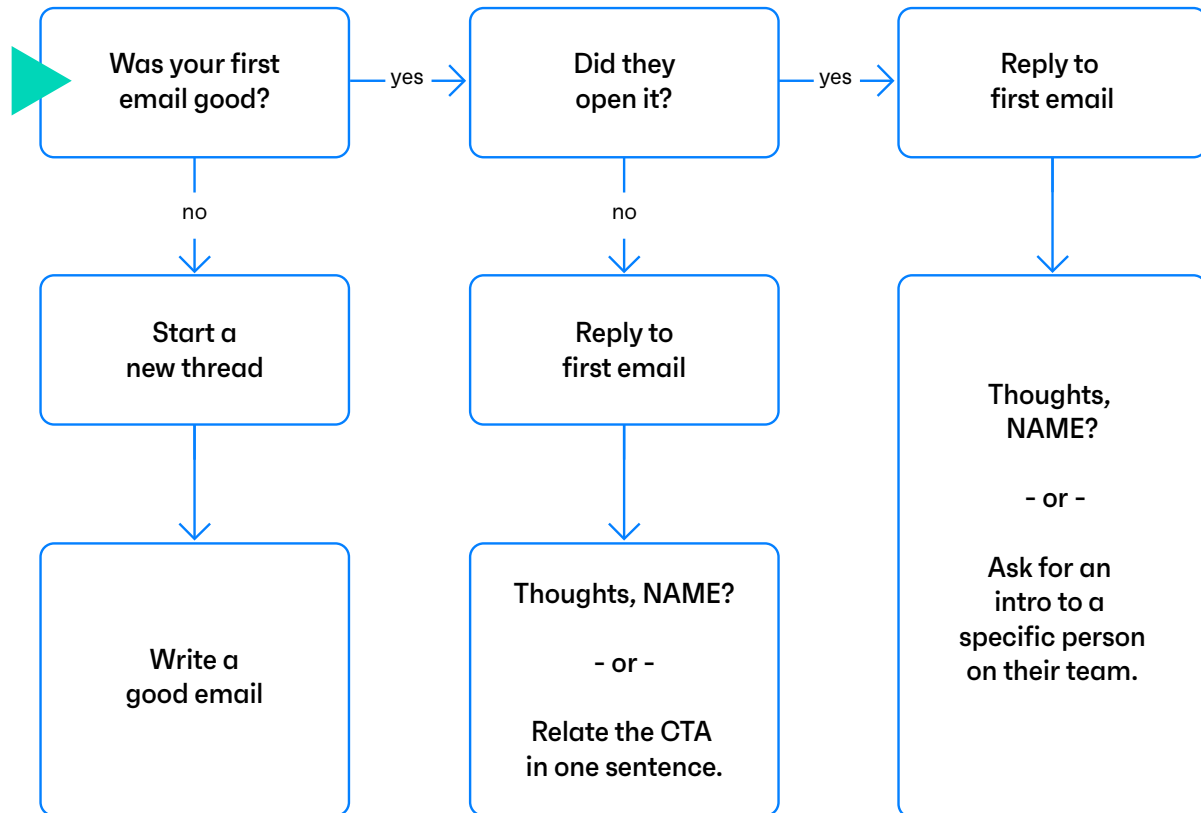
Clari helps solve that, streamlining your forecasting process to save your team
countless hours and save you countless headaches.

Interested to learn more?

Sign off,

FOLLOW UP EMAIL TEMPLATE

Use this template for your **second email** when reaching out to cold prospects.



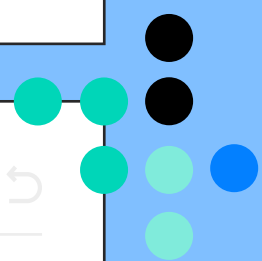
TWO OPTIONS:

respond to thread jan 27, 2023, 14:05 ★ ↻

Thoughts, Joe?

respond to thread jan 27, 2023, 14:05 ★ ↻

Interested in learning more, Jil?



OBJECTION HANDLING EMAIL TEMPLATE

Use this template **when you receive an objection via email** from your prospect or buyer.

MOVE CONVO TO THE PHONE

Always try to discuss objections live. But if you don't have their number or they don't pick up, you can use this template.



respond to thread

jan 29, 2023, 11:03 a.m. ★ ↺

Fair question (I get it all the time)

Instead of sending you a brick text that'll take forever to get through, I'll call you with the details. Then I can answer follow up questions live.

Will call you today at 3:55pm PST.

Talk soon,

PRE-MEETING EMAIL TEMPLATE

Use this template to stay top of mind before your scheduled meeting to reduce your no-show rate.

6 WAYS TO KEEP YOUR PROSPECT INTERESTED



Send content alignment with their use cases



Share testimonials that mirror their persona and problems



Genuinely engage with them on LinkedIn



Share (short) demo snippets that'll resonate



Reiterate the value of the meeting



Get additional information from them

Before Tuesday

jan 30, 2023, 10:57 a.m.



Hey Brent, since you're focused on improving your team's sales performance, sending you [this article](#) I read last night about navigating the buyer committee in rough seas. The CFO "pro tips" were my favorite.

Looking forward to our call on Tuesday,

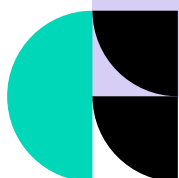
PS [saw your post](#) last week on this topic, great stuff.

POST-MEETING EMAIL TEMPLATE

Use this template after your client meetings.

PRO TIP: INCLUDE

3 KEY HIGHLIGHTS
KEY ACTIONS



feb 04, 2023, 10:57 a.m.



Hey Sara,

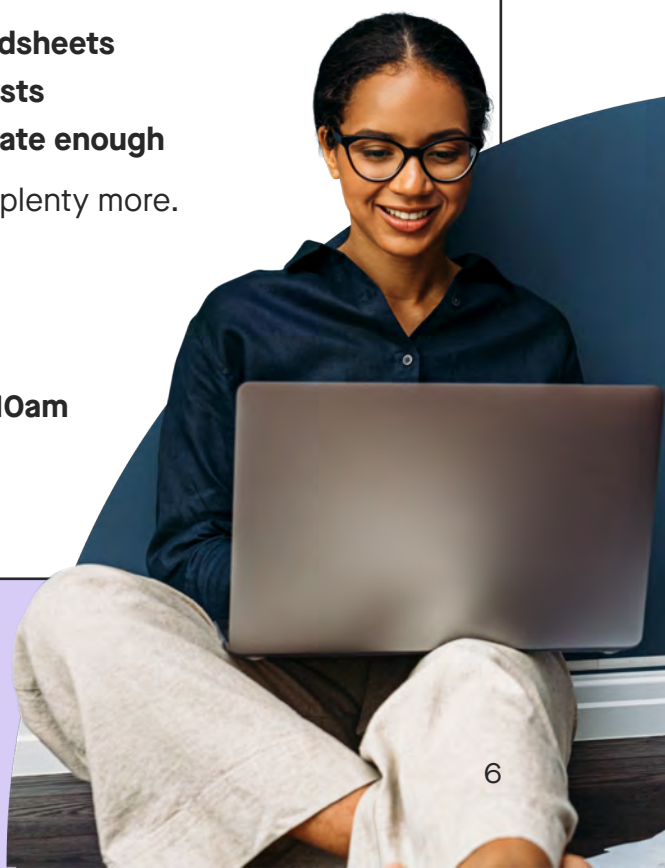
A few highlights from our call yesterday:

- **You're spending nights and weekends in Spreadsheets**
- **You're begging reps to manually update forecasts**
- **The output of the manual forecast is not accurate enough**

Confident Clari can help solve all these things, and plenty more.
From here:

- **Sign mutual NDA (attached)**
- **Connect to your CRM**
- **Light config in our 5/17 call - on the books for 10am**

Anything I missed? Let me know,



HERE'S WHAT'S NEXT

- 01** | Customize and add these templates to your tool kit today, and watch your pipeline grow faster than Formula 1 Racing in the States
- 02** | [Follow Clari on LinkedIn](#) if you want more tips for hitting your number and achieving revenue precision
- 03** | Subscribe to [RunRevenue.Pro](#) so you get immediate access to new Precision Playbooks designed for improving your sales performance

