

7 IRRESISTIBLE COLD EMAIL TEMPLATES

Update your sales cadence NOW. We analyzed 304,174 cold emails. See what works, what doesn't, and grab 7 data-backed templates to start booking more meetings from your outbound prospecting emails.



DAY 1

PHONE CALL

EMAIL

Subject: **Losing winnable deals?**



Hi [FIRST NAME],

Is [PAIN POINT FOR PERSONA] preventing your team from reaching your goals?

Imagine being able to [TOP USE CASE FOR PERSONA] to improve [POSITIVE OUTCOME].

As I research [BUYER COMPANY], I see one big way where [BUYER COMPANY] can boost your team's performance:

[WORKFLOW] so you can [BENEFIT] (I noticed you recently [COMPANY NEWS])

Does it make sense to discuss [POSITIVE OUTCOME] for your team?

- [YOUR NAME]

WHY IT WORKS:

Specific Benefit

Choose one **ultra-specific** message. It will make your outbound efforts more productive: Instead of asking your prospects to do the work and find their area of interest in your email, you can give more context and multiply the impact of your prospecting emails.

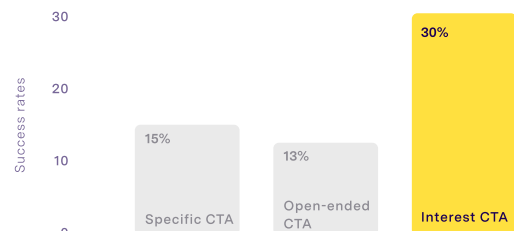
Use these words that sell

Words like “you,” “your,” and “imagine” boost your win rates. [Get the full list + data.](#)

Interest CTA

Asking for interest is 2X more effective than asking for time in cold outbounding. [Here's the data:](#)


Cold-emails: ask for interest, not the meeting



DAY 3

PHONE CALL

DAY 4

 EMAIL

Subject: **Losing winnable deals?**



Hi [FIRST NAME],

I hope you've been well.

I'm curious if you have considered [INSIGHT]?

[Customer] was doing [Old process]. But, by changing and doing [solution], they were able to [desired goal] which led to [big outcome].

At a high level, [YOUR COMPANY] helps [target personas] achieve [strategic goal] by [Solution].

Would achieving [OUTCOME] help your team deliver on its [INITIATIVE]?

- [YOUR NAME]

WHY IT WORKS:

Keep it simple

If you are going to open a cold email before diving into the body, lead with a nicety. It is the only opener that actually helps reply rates and meetings booked. All other versions performed worse than no opener used.

Be informative

Is this insight useful even if they don't buy from you? If the answer is no you're pitching, not delivering value.

Tell a story

There's a beginning, middle, and end. The starting point is close to what your prospect is experiencing with the status quo, the middle is the change (not just buying a solution), and the results must be specific **to them**. Reminder: Using generic ROI language in cold emails decreases success rates by 15%.

Interest CTA

This is another version of an interest CTA (selling the conversation, not the meeting). [Get the full list of sales email CTAs here.](#)

DAY 6

 PHONE CALL

DAY 8

 EMAIL

Subject: [STAT/INSIGHT]



Hi [FIRST NAME],

As a [JOBTITLE] you may not be surprised to hear a recent stat that [STAT]. That means businesses are losing [TRANSLATE STAT INTO REAL NUMBERS].

This is due to [INSIGHT/PROBLEM].

What are you doing to solve [BUSINESS PROBLEM]?

Customers like [CUSTOMER NAMES] were able to achieve [STRATEGIC OUTCOME] by [IMPLEMENTING SOLUTION].

If we could do the same for you, would that warrant a conversation?

- [YOUR NAME]

WHY IT WORKS:

Lead with an insight

Introduce a learning or insight to position yourself as a trusted advisor and elevate your prospecting.

Loss Aversion

This powerful copywriting technique leverages psychology: Human beings are TWICE as likely to take action to prevent a loss as they are to obtain a benefit.

Present the meeting as an investment

Asking for time is a losing strategy. Instead, couch your offer as an investment that can produce a return for your buyers.

DAY 10

 PHONE CALL

 EMAIL

Subject: **Almost forgot**



Hi [FIRST NAME],

I should have given more context on how we do this.

By [IMPLEMENTING NEW BEHAVIOR], [JOB TITLES]s are able to achieve [STRATEGIC OUTCOMES].

More specifically, [YOUR PRODUCT/SERVICE] can drive [PERSONA BENEFITS] by [DIFFERENTIATOR].

Does it make sense to explore what that would like for [COMPANY NAME]?

- [YOUR NAME]

WHY IT WORKS:

Reply in a thread

To build on your first email, use the same subject line to get your emails to appear as a thread in your recipient's inbox.

Don't mention the call

Buyers don't care how much effort you've put in. According to the data, mentioning that you called or left a voice message does nothing for your meetings booked. No increase or decrease.

Tactical apology

Tactical apologizing is strategically using apologetic language as a persuasive tool. By falling on your sword you can leverage empathy in your buyer.

DAY 14

PHONE CALL

EMAIL

Subject: **[COMPELLING EVENT]**



Hi [FIRST NAME],

As [IMPORTANT INDUSTRY DATE] approaches, [PROSPECT ROLE] far and wide are preparing for [COMMON TASK]. Which means [COMMON PROCESS TO ACHIEVE GOAL].

The dilemma [PROSPECT ROLE] faces, though, is much more challenging than the age old question of [RELEVANT INDUSTRY HUMOR].

How come? [INSIGHT INTO SOURCE OF PROBLEM].

So, how do you plan to ensure your biggest initiatives are achieved this [YEAR/QUARTER/OTHER]? If the question is answered with a new [COMMON, BUT INEFFECTIVE SOLUTION] - there might be a better way.

Interested in learning what it is?

- [YOUR NAME]

WHY IT WORKS:

Use a compelling event

A compelling event is a business deadline that creates urgency around a certain set of problems you help customers solve. It can be internal – such as kicking off a new project or initiative – or external – like end of quarter for sales professionals or closing the fiscal year for finance teams. Used right, it can give a strong reason to explore new solutions.

Keep it light

Use humor tactically to demonstrate expertise: Using expressions and poking fun (lightly) at industry cliches can help elevate your prospecting from yet-another-sales-email to trusted advisor.

Put a condition on your claim

By introducing a condition, you acknowledge your claim is not 100% certain. In doing so, you make your claim more believable and build trust. And trust compels action.

DAY 17

 PHONE CALL

 EMAIL

Subject: [COMPANY NAME: PAIN POINT?]



Hi [FIRST NAME],

I was researching [COMPANY NAME] and noticed [3X3 RESEARCH].

As an outsider looking in, it seems like a big challenge right now is [PAIN POINT].

Is this something your team is focused on?

- [YOUR NAME]

WHY IT WORKS:

Show you've done your homework:

The 3X3 research approach is all about spending three minutes finding three relevant pieces of information about a prospect. LinkedIn gives a wealth of information on companies (headcount, growth rate) as well as the person you're reaching out to (what are they responsible for, how do they use to describe their role). Use these to tailor your pitch to their pain points and vernacular.

Don't make assumptions:

Nothing can get your email deleted faster than a wrong assumption. Caveat your information with statements like this or "I'm trying to put the pieces together..." or "I'm doing some detective work here, maybe you can point me in the right direction..."

Limit open-ended questions:

Lower the barrier for engagement by shifting your ask from a phone conversation to a simple email reply.

DAY 21

 PHONE CALL

 EMAIL

Subject: Tea or coffee?

 [FIRST NAME],

With many organizations switching to [BIG CHANGE IN THE WORLD] I thought you might find this [RESOURCE] on how to manage [TRANSFORMATION] insightful.

In addition to [TRANSFORMATION], your peers are asking themselves “how much does [PAIN POINT] impact my business?” or “how can we drive [OPERATIONAL AREA] efficiency?”

If it makes sense to unpack this, we’d be happy to share some ideas over coffee (or tea) on how [YOUR COMPANY] can answer these questions.

Sincerely,
- [YOUR NAME]

WHY IT WORKS:

Transition to advisor

Before you end your sequence, offer up a resource (blog, white paper, video, podcast) to help your prospect educate themselves about the problem you are solving.

Make it concrete

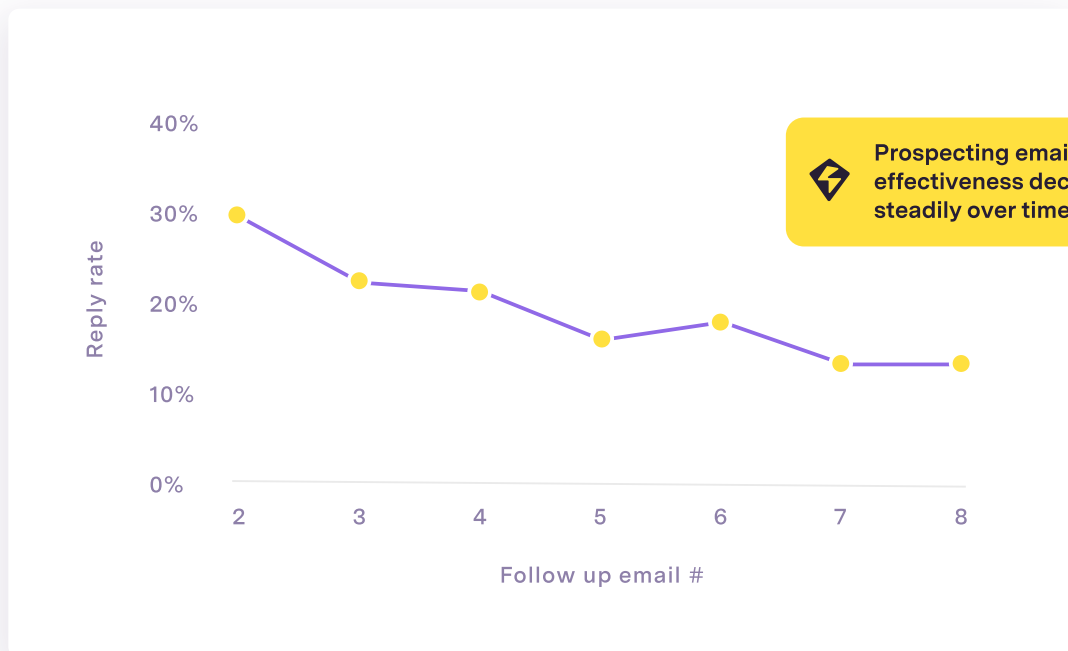
List 2-3 real questions your customers ask on Day-1 of using your product or service.

Leave the door open

Sign off with an open invitation so your prospect can come back to you when the need arises. It shows you’re not just after a quick sale but invested in building a lasting relationship.

PRO TIP: PUT YOUR BEST FOOT FORWARD EARLY

Focus heavy personalization on the first touchpoints of your sales cadence: Response rates simply don't increase after the first interaction. They decline steadily with every subsequent point of contact.



Want more data-backed sales tips?

[Follow Gong on LinkedIn](#) to unlock the latest data and sales techniques to close more deals.