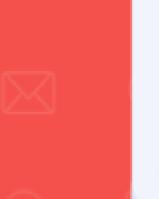**GrowthAspire**

Helps sales team acheive growth

E-mail Messaging Template That Gets Qualified B2B Sales Appointments

Introduction

E-mail has been one of the foremost effective tool to prospect potential clients and help generate sales appointments and build qualified sales pipeline.

But chances are your e-mail prospecting is not giving you the results you want. You may be tired of sending e-mails to your prospects and clients, only to be met with silence?

There are various reasons why e-mail prospecting doesn't give intended results. But one area where many fail is how to write e-mail, what is copy you should use, mental triggers you must invoke that gets prospect to open, click and reply!

This "Generating B2B Sales Appointments" template helps you get your prospects and clients to start requesting appointments today. This works if your business is just getting started or you've been at this for years.

Follow the steps in this template to turn your existing prospects into becoming clients, existing clients to buy more or make cold prospects talk to you and become hot prospects

What's The Goal?

The goal of this email series is to get your cold audience or existing prospects and clients to schedule a sales call with you. This e-mail series is not directly sell anything, but the goal is to initiate a sales call.

What is E-mail Messaging template?

E-mail is the most powerful medium to engage your existing prospect's, customers as well as cold prospects. But to engage in e-mail is not easy as most people receives 100's of e-mails every day and getting your e-mail opened, replied doesn't happen automatically!

This requires certain key persuasion triggers. This template won't go in to detail of those, but just to give, the template follow the below 5 principles,

The perfect E-mail messaging is made with the following:

- Focus on client value
- Build curiosity
- Connect to client pains | results.
- Follow up the message
- Test headlines, first lines and CTA

Messaging Template

There are 2 parts.

1st part is to be sent to

1. Existing Prospects – Whom you are already interacting (haven't bought or have become cold)
2. Existing Customers (These people have bought something from you, but you want to go upsell, cross sell)

2nd part is to be sent to
1. Cold audience with whom no prior engagement exists

What you need to be prepared for sending these e-mails?

1. You prospect database with E-mail, Name
2. One key result your prospect is looking for (Increase sales, growing faster, reduce attrition, reduce inventory..)
3. One Pain point you solve for your clients (a one line value proposition statement)
4. E-mail messaging to run campaigns

Part1:

INTRODUCTION

STEP 1:
OUTBOUND MESSAGE
Send this to all of your existing prospects and customers
that you're looking to book an appointment with.

Sub: How can I help you?

Hi [FIRST NAME],

Quick question…

How can I help you make [COMPANY NAME] [Results]?

[YOUR NAME]

2nd Option for the same exists

Sub: [FIRST NAME]

Are you still looking towards [Results]

[YOUR NAME]

Alternative Subject Lines
Checking In…
Quick Question…

STEP 2: FOLLOW-UP REPLY Send this message to everyone who replies to your outbound message. The follow-up message should continue to build on the curiosity by hinting at the fact that you have some ideas already put together but it still needs to remain brief to keep the conversation flowing. Two optional replies are included based on how your prospect responds to the first email.

OPTION 1:

Use this option if the prospect mentions some ideas of their own

Existing Customer

RE: How can I help you?

I have some ideas, too.

I'd love to run some of them by you. When is a good time for us to meet/chat this week?

- [YOUR NAME]

OPTION 2:

Use this option if the prospect doesn't mention any of their own ideas.

Existing Customer

RE: How can I help you?

The good news is,

I have some ideas for you. When is a good time for us to meet/chat this week?

- [YOUR NAME]

Optional

STEP 3:
ADDITIONAL INFORMATION REPLY

Hopefully this email is not needed because the previous email resulted in a meeting, but if your prospect insists on knowing more, you can send a reply with something like this...

Existing Customer

RE: How can I help you?

I did something kind of crazy. I worked with some clients to put together a comprehensive list of all the different ways you can [Achieve Results].

When we finished, the list was [INSERT NUMBER HERE] items long. (No wonder we get "shiny object syndrome, right?)

I'd like to go over this list with you and figure out the ONE BIG THING we should be focusing on. It should be interesting. :)

- [YOUR NAME]

PART2:

Who Should You Send This To?

Cold Leads

Who Should You Not Send This To?
Existing Customers
Existing Prospects

STEP 1:
OUTBOUND MESSAGE

Send this to all of your cold lead database you want to get an appointment with?

Sub: Looking for [Results]

Hi [FIRST NAME],

I thought would reach out from one to another

I'm with [Your company], [1 point about the pain point you solve and for what audience]

I hope you don't mind the cold outreach, but I thought it could be a resource for you. Here is the link

If you can use it, awesome. If not, that's cool too!

[First name]
Name: Role/Title
Company Name
Schedule Time to Chat [Hyperlink]

Alternative Subject Lines
[Name/Company] + [Your Company]...
Looking for [Result]..

STEP 2: The follow-up message should continue to build on value you can offer to your clients and have soft CTA

Subject: Re: Looking for Results

Hi [first name]

If you are most companies, [SOMETHING GOING ON IN THE INDUSTRY], however most [TITLE] have no way of [SOLUTION]

[PRODUCT/SERVICE] allows you to [BENEFITS]

If you are willing to give us 15 minutes, I can show you how on average our customers see [RESULT1][RESULT2][RESULT3]

What is the best way to get on few minutes and share how your peers like <client1>, <client2> are leveraging [SOLUTION] to [RESULTS]

Thanks
[First name]
Name: Role/Title
Company Name
Schedule Time to Chat [Hyperlink]

STEP 3: The follow-up message you introduce and have a clear CTA

Subject: Re: Reaching out!

Hi [First Name]

I shot you an email the other day about [COMPANY]

We [1 sentence about the pain point you solve and for what audience]

Are you in need of [PRODUCT|SERVICE] to achieve [RESULTS]?

If so, let's quickly schedule a 15 minute call. Would you be free <date | time>

Yours
[First name]

Name: Role/Title
Company Name
Schedule Time to Chat [Hyperlink]

Option 1:

STEP 4:
ADDITIONAL INFORMATION REPLY

Hopefully this email is not needed because the previous email resulted in a meeting, but if your prospect insists on knowing more, you can send a message like this

Subject: RE: Reaching out?

I did something kind of crazy. I worked with some folks to put together a comprehensive list of all the different ways you can grow your business.

When we finished, the list was [INSERT NUMBER HERE] items long. (No wonder we get "shiny object syndrome, right?)

I'd like to go over this list with you and figure out the ONE BIG THING we should be focusing on. It should be interesting. :)

- [YOUR NAME]

OPTION2:
If your prospect doesn't respond to message than you can send you can send a message with something like this…

BREAK UP E-MAIL

Subject: It's not you, it is me
Hi [First Name]

I know that you are probably busy and I don't want to annoying

I will totally appreciate if you just answer with 1,2, or 3 replying to this email, please

1. Go ahead and send me the link to [Insert CTA]
2. Not today, but you can remind me of [COMPANY] with in 3 months

3. Leave me alone, I do not have time for this stuff

Yours
[First name]
Name: Role/Title
Company Name
Schedule Time to Chat [Hyperlink]

WHAT'S NEXT? Now that you're booking more appointments and starting along the path to generating more conversations and revenue, you're ready to take your sales growth to the next level!

If you really want to leverage the power of outbound prospecting using e-mail, always follow a proven process and test.

The perfect E-mail messaging is made with the following:

- Tailor your message to the recipient by personalizing
- Create that social proof | authority
- Alleviate client pains | help them gain results
- Keep it short and give clear CTA
- Follow-up with campaign and be appreciative (little flattery works!!)

Tired of not able to build sales pipeline and fix appointments?

Book My Building Sales Pipeline With Outbound Prospecting Call.

During our time of 30 minutes, I'll show you exactly how to implement the prospecting process using LinkedIn & E-mail and give you a proven strategy, tools along with benchmark templates so that you can get sales appointments all done fast with lowest investment.

Book My Spot

www.growthaspire.com