Email Introduction Templates

# Cold Email Introduction to a Sales Lead

**Subject Line: Offering** *[prospect name]* **Value Through** *[product or service offered]*

Hi *[lead first name]*,

I saw on your website that you *[something about the lead that makes them a good fit for your business offerings],* so I wanted to reach out personally. My name is *[your name]*, a *[job position]* at *[company name]*.

We provide *[product or service]* to *[specific niche you sell to]* businesses like yours. Our unique approach to *[product or service]*

includes *[differentiating product or service attributes]*, giving you the benefits of *[value of using your product or service]*.

I’d love to schedule a call to learn more about some of the everyday pain points you might experience in *[area or function of business your solution solves]*. Are you free this Tuesday at 2 p.m. or Thursday at 1 p.m.?

Talk soon,

*[Your name], [title]*

*[Company]*

*[Email address]*

*[Phone number]*

*[Company website]*

# Event Follow-up Introduction to Connection Email

**Subject Line: Hi** *[connection name]!* **Great Meeting You at** *[event name]*

Hi *[connection’s first name]*,

It was a pleasure meeting you at *[event]*. I hope you enjoyed the *[specific activities of the event]* as much as I did.

I’d love to continue our conversation about *[previous conversation from the event]* and see if we might be able to *[objective of further connecting—either providing product/service or developing a partnership]*.

Like I said when we talked, *[something you discussed that showed how you can add value to the recipient]*. Let me know if you’re available for a call in the next week or so to discuss further.

Talk soon,

*[Your name], [title]*

*[Company]*

*[Email address]*

*[Phone number]*

*[Company website]*

# Online Lead Submission Email Introduction

**Subject Line: Thank You for Your Inquiry**

Hi *[lead name]*,

My name is *[your name]*, a *[job position]* for *[company name]*. Thank you for expressing interest in our *[product or service]*—I hope we can assist!

To get started, I’d love to schedule a time for a call to discuss your *[area or function your solution solves]* needs. What’s your availability over the next few days?

Talk soon,

*[Your name], [title]*

*[Company]*

*[Email address]*

*[Phone number]*

*[Company website]*

# Major Event or Development Introduction Email

**Subject Line: Hi** *[lead name]***, Have You Heard About** *[major event]***?**

Hi *[lead name]*,

My name is *[your name]*, a *[job position]* from *[company name]*. I wanted to reach out in regard to the recent *[major event]* as the implications are entirely relevant to you and *[their organization name]*.

*[Brief description of event, study, or innovation]*.

With that being said, I’d love to schedule a call to discuss how we can help you navigate the *[industry or product/service]* as a result of the *[major event]*.

What’s your availability like over the next few days?

Talk soon,

*[Your name], [title]*

*[Company]*

*[Email address]*

*[Phone number]*

*[Company website]*

# Introducing a New Product or Service Email

**Subject Line: Introducing** *[new product or service]* **to** *[lead/customer name]*

Hi *[lead/customer name]*,

Hope all has been well since we last spoke. I wanted to reach out about a new *[product or service]* we are now offering that might be of interest to you.

*[Briefly describe the new product or service]*

If this new offering is something you’re interested in learning more about, please let me know so we can get a call scheduled to discuss details and answer any questions you may have.

Talk soon,

*[Your name], [title]*

*[Company]*

*[Email address]*

*[Phone number]*

*[Company website]*

1. **New Point of Contact Business Introduction Email**

**New** *[job position title]*

Hi *[customer name]*,

I wanted to reach out about some changes to your account and point of contact. Starting *[date account manager is leaving our team]*, I will be leaving the company to pursue a new opportunity. That being said, I’ve cc’d *[name of new contact]*, your new *[job position title]*, and point of contact moving forward.

Please feel free to reach out if you have any questions or concerns about the change and we can happily address them. I can promise you will be in good hands!

Thank you,

*[Your name], [title]*

*[Company]*

*[Email address]*

*[Phone number]*

*[Company website]*

# Requesting Professional Advice or Expertise Email

**Subject Line: Seeking Expertise from** *[expert’s name]*

Hi *[expert’s name]*,

My name is *[your name]*, a *[job position]* from *[company name]*. I wanted to reach out as I’ve heard you are an expert in *[subject you need expertise in]* and might be able to help me navigate the space.

Currently, *[description of current state of business, writing project, or product development]*. Would you be available for a call to go over this and help me out a little bit?

Talk soon,

*[Your name], [title]*

*[Company]*

*[Email address]*

*[Phone number]*

*[Company website]*

# Potential Partnership Email **Introduction**

**Subject Line: Partnership Opportunity with** *[recipient organization name]*

Hi *[contact name]*,

My name is *[your name]*, a *[job position]* from *[company name]*. I wanted to reach out about a potential *[type of arrangement referral, marketing, distribution]* partnership opportunity. Based on my research thus far, I see a lot of synergy between our two businesses.

I know your business provides *[product or service]* to *[specific marketing niche they focus on]*, and I think we can work well together to *[type of arrangement]* as my firm offers *[product or service]* to a similar market.

I’d love to schedule a call to discuss this in much more detail and see where there is a collaborative opportunity. What’s your availability like over the next few days?

Talk soon,

*[Your name], [title]*

*[Company]*

*[Email address]*

*[Phone number]*

*[Company website]*

# Introducing Yourself to a New Organization Email

**Subject Line: Introduction to Members of** *[organization name]!*

Hi everyone,

My name is *[your name]*, a new *[member/employee]* of *[organization name]*. I’m excited to get the opportunity to *[work with, network with, get to know]* all of you.

*[Include a brief description of your past experience, former employment, or context to why you joined the organization]*.

If you have the time, I’d love to get a chance to have some one-on-one calls to learn more about each of you and see if I can be of value to you.

Feel free to reach out individually so we can get something on the calendar!

Talk soon,

*[Your name], [title]*

*[Company]*

*[Email address]*

*[Phone number]*

*[Company website]*