

Email Introduction Templates

1. 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]

2. 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]

3. 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]

4. 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]

5. 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]

6. 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]

7. 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]

8. 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]

9. 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]
