



Best First Emails to Send In Cold Outreach

30 Email Templates to send
to prospects for the first time



Introduction

Welcome, you are currently accessing our Best First Emails to Send in Cold Outreach Downloadable Content which contains 30 email templates to help you shoot the first shot.

First Impression Matters

Our team at SmartSaaS research on the leading platforms in the cold email outreach industry and tapped into their extensive database of email templates. They are from Hunter, Lemlist, Klenty, Saleshandy, MailShake, ZenDesk, Slintel, Replify, BackLink, Regie AI, Respona, Siege Media, and Hubspot. Our sales specialists checked the quality of each email template, reviewed and selected options based on usefulness and effectiveness to curate this list and provide you with high-quality email templates best used as first touch-base.

These email templates are tailor-made for you and your needs and it's easily customizable. These are curated and well-researched to help you earn your prospect's attention and trust. It has clear next steps and CTAs, allowing you to achieve more conversion- this is what makes a good first touch base through an email!

Thank you for downloading this PDF of Best First Emails to Send in Sales! If you're interested in accessing our full email template collection, click the [link here](#) to view! For more sales resources, check out our blog, follow us on social media and sign up to our email list.

How to Use the Templates

The body of these email templates is only meant to serve as a foundation for writing your emails. Adding, deleting, or changing any of the pre-written sections is highly recommended to ensure a consistent and authentic brand experience for your customers.

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Can I help with [[pain point]]?

Hi {{first_name}},

I want to reach out and ask how everything is going at {{company}}?
How is your current {{current solution}} working out for you?

We've recently added some new features to our software that I believe would be really helpful for [[prospect's pain point]]. If you would be interested in a quick chat or demo this week, please let me know or if there are any other ways we can help {{company}}.

Best,
{{YourName}}

Source: Hunter

Best Use

Use this template when you're pitching your product or service that can aid your prospect in a directly but not intrusively.

02

Solution for [[challenge]]

Hi {{first_name}},

In working with other [[industry or position]], one of the key issues they're struggling with is [[key issue]].

This past year we helped numerous companies to [[business driver]], resulting in [[money saved, revenue added, productivity increases]].

If this is something you're challenged with too, let's set up a quick call. I have some ideas that might help.

All the best,
[[your name]]

Source: Hunter

Best Use

Use this template when you want to highlight the problem that your product/ service solves; this allows your prospect to relate to you by being direct and assertive.

Solve [[problem]]

Dear {{first_name}},

Do you struggle with [[problem]]? [[describe problem in greater detail]]

Here at [[your company]], we've helped many other businesses deal with this problem by [[short explanation of your product]]. Businesses we've worked with have seen [[evidence of tangible improvement]] as the result of [[product]].

Would you like to speak to me and learn more about how we can help? Let's set up a phone call soon.

Warm regards,
[[your name]]

Source: Hunter

Best Use

Use this template when you want to highlight the problem that your product/ service solves and then share some results. This approach entices your prospect to know more about your product.

{{YourCompany}} x CompanyX

04

Hey {{firstName}},

{Problem in the industry} is greatly impacting your potential to acquire new customers and ultimately the growth of {{companyName}}.

At CompanyX, we focus on innovative advertising formats to avoid these hurdles thanks to micro-influencers campaigns.

We typically achieve impressive results with companies similar to {{companyName}} and this is why I am reaching out to you before anyone else with this.

As an Instagram influencer myself, I witnessed firsthand the immediate impact of such campaigns, this is what lead me to start CompanyX. I want to give access to this untapped growth potential to companies and brands that share the same values as us.

If you have 25 minutes in the coming days, I would love to show you how we can collaborate with influencers that will give you access to your ideal target market.

When are you available?

Looking forward to meeting you!

Best,
{{YourName}}

Source: Lemlist

Best Use

Use this email template when you're trying to land a call with a brand or influencer to pitch your product.

Quick chat about {{companyName}}?

05

Hey there, {{First Name}},

Don't have the staff to fill all of the available slots?

I'm not here to waste your time {{firstName}}, so I'll get straight to it and tell you why I'm interrupting your day.

My name is Ally and I co-founded Next Level Social -- we work with healthcare recruitment companies helping them bring in job applications from pre-qualified candidates in their local area every single day.

So {{firstName}}, if this is something that interests you, are we able to schedule a quick 20-minute call this week? I would love to discuss the strategy we're using to bring qualified candidates and find a way to work together.

If your answer is YES then I'll forward my calendar link to you. If your answer is No then I'll stop emailing you immediately.

Source: Hunter

Best Use

Use this template if you're looking to sell talent sources via email.

{{First Name}}+{{Your company}} will be a good fit

Hi {{FirstName}},

I hope this note finds you well. I've been working for a company called {{my company}} that specializes in X, Y and Z. In thinking about your role at {{company}}, I thought there might be a good fit for your group.

Our {{product name}} has garnered a lot of attention in the marketplace and I think it's something that your organization might see immediate value in. Can you help me get in contact with the right decision-maker?

Regards,
{{YourName}}

Source: Klently

Best Use

Use this template if you want to convince a brand that working with you is a good choice for them directly and authoritatively.

The right direction, please?

Hi [First Name],

Quick question: Who handles your team's {Department}?

{Competitors Name} is already using {Product} to {double revenue/reduce cost/improve productivity} and I don't want your organization to miss out on this opportunity.

However, I am not very sure who is the right person to make the most of this opportunity.

If that's you, then could you tell me how your calendar looks like this week?

If not, would you be kind enough to point me to the person who would benefit the most from this conversation?

Thanks,
{Your Name}

Source: Klently

Best Use

Use this template when you're unsure who to reach out to in your prospected company about a sales opportunity with intention and courtesy.



{First Name}, We have the answer to your problem!

Hey there {First Name},

Do you feel like you could use a break right about now? As a business professional myself, I can totally resonate with you.

Our [email tracking tool has helped many entrepreneurs] like yourself save a lot of time and stay on top of things! I myself have saved around 5 hours per week by setting up email campaigns with automated personalized follow-ups.

Do you want to save time as well? If you do, then we can set up a demo call.

Regards,
{Your Name}

Source: SalesHandy

Best Use

Use this template when you want to highlight the problem that your product/ service solves in a fun and light manner to make your email more approachable rather than intimidating.



{First Name}, do you need help with [solution]?

Hello {First Name},

Have your employees at {insert company name} been dealing with [email marketing problems] currently?

I'm from {XYZ company} and I'm working with dozens of companies from your field, like [Examples of companies] to make sure their [email marketing issue] is resolved on a daily basis because of our [email marketing services].

Trust me, I know you might not have an easy day as the {Position of prospect} and your schedule might be as busy as it gets, but how about we settle for a quick call for later? We might get to the bottom of this and eradicate the problem forever.

Cheers!

{Your Name}

Source: SalesHandy

Best Use

Use this template when you are pitching your product or service that can aid your prospect directly and persuasively.



{First Name}, are you dealing with [problem]?

Hello {First Name},

Have you been facing issues with [email marketing responses - example of the problem]? We've all been there, trust me! If you're in the same boat, then lucky for you because I would like to help you out.

Just send me an email and I'll tell you about my ideas. Looking forward to your response! Have a great day!

Regards,
{Your Name}

Source: SalesHandy

Best Use

Use this template when you're pitching your product or service that can aid your prospect by being persuasive in its directness and light tone making your email approachable.

{First Name}, we have just the thing for you!



Hello {First Name},

How are you doing? I recently visited your website and I noticed you were using {mention competitors product}. Our organization also specializes in {mention your product}. However, we have {mention features that make you stand out from your competitors}.

I am sharing a few links with you so you can understand what makes us different from {competitors name}: {Link 1} {Link 2} What do you think?

If you are interested, let me know and I can set up a demo call for you with my team. Have a great day!

Regards,
{Your Name}

Source: SalesHandy

Best Use

Use this template when you're positioning your product or service as a better option that can solve their problem rather than your competitors by letting prospects know what makes you different than your competitors

{First Name}, this is specially made just for you! -

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Hi there, {First Name}

[Sending out individual emails in a campaign is outdated and time-consuming!] Beyond that, sending [follow-up emails and getting confused with all the minor details is unfavorable for anyone].

I understand that you run an {add detail about prospects business}, and to my knowledge professionals employed in this industry are always on the go. This can only mean one thing, you have no time to spare [for emails let alone follow-ups].

We have designed a tailor-made solution just for you that works perfectly with your hectic schedule, check it out here: {Link} What do you think?

If you are interested, then let's set up a quick call to discuss further.

Best,
{Your Name}

Source: SalesHandy

Best Use

Use this template if you want to build trust, by offering a tailored solution to your prospect, which is a cold emailing technique making your campaign more personalized.

{First Name}, this is perfect for you!

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Hi {First Name},

I know you're probably busy so I am going to make this fast. I want to ask you a simple question: {insert question pertaining to your services here}?

Well, that is exactly what we at {XYZ} aim to resolve for our customers. The reason {insert product name} will be a perfect fit for you is because {mention all the reasons, but keep it short}.

The majority of our customers have mentioned {add a specific metric that shows how customers life changed after using your product/service} after using our services. Do you think this is something you are interested in?

Let me know and I will set up a personal product demo call for you. Have an awesome day!

Best,
{Your Name}

Source: [SalesHandy](#)

Best Use

Use this template when you're pitching your product or service that can aid your prospect in a manner that is direct and persuasive.



A call that can fix your {subject matter}

Hey {First name},

I hope you're doing well. I am {name}, I came across your write-up regarding {subject matter}.

I have been working in the same industry for {number of years} and have helped various organizations and professionals who have faced similar issues.

Let's connect over a call and see how our solution can help you grow? I promise to make it brief and crisp.

Thanks,
{Your name}

Source: [SalesHandy](#)

Best Use

Use this template to build a connection with your prospect before offering your product or service by engaging with their content and relating it to your offer.

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10x {{prospect company}} traction in 10 minutes

Hello {{name}},

I have an idea that I can explain in 10 minutes that can get {{company}} its next 100 best customers.

I recently used this idea to help our client {{SaaS company/competitor}} almost triple their monthly run rate.

{{Name}}, let's schedule a quick 10-minute call so I can share the idea with you. When works best for you?

Source: MailShake

Best Use

Use this product if you want to sound as direct as you can by putting metric results first in front. This approach hooks and grabs attention.



Lets's get straight to business

Hi {first name},

Is your customer support system actually losing you money?

We've helped large companies like yours lower support costs by {x%} and improve overall sales by {xy%} in less than a year.

All we did was integrate their entire company-wide support system into one efficient, easy-to-manage workflow called {product/service name}.

It's quick and easy to set up and requires no onboarding at all. Do you have time this week to discuss how {product/service name} could boost your sales?

{insert email signature here}

Source: Zendesk

Best Use

Use this template to get straight to business by asking about problems your product or service solves and offering to do that for them.



Let me paint you a picture: {Company} with {desired results}

Hi {first name},

Nothing is more frustrating than losing a great candidate because you can't find their resume, interview history, or contact information.

Imagine a world where all of that information is organized in one simple, easy-to-find place. {Product/service name} is that place.

Do you have time this week for a quick demo to see how it works?

{insert email signature here}

Source: [Zendesk](#)

Best Use

Use this template when you want to build a connection first by making them think about what it's like to work with you, before pitching your product or service.



Hey [first_name], have you solved [your challenge] yet?

Hi [first_name],

I'm Scott from [company_name], with # years of experience in the B2B space.

I'm aware of the time and energy that goes into building a healthy lead pipeline, and the stress that comes with it. It's a relief that we have solutions that make at least this bit of our lives easier.

I'd like to tell you more about this. Would you be available for a quick call on [date] at [time]? Please let me know if you're comfortable doing this.

Yours sincerely,
{Your name}

Source: Slintel

Best Use

This email template uses the AIDA Formula that aims to grab attention, interest, desire, and prompt action. This is best when converting your readers to customers.



Hey [first_name], are you still struggling with conversions?

Hi [first_name],

I'm Scott from [company_name], and I help sales professionals accelerate their sales cycles.

I have an idea that can get {{company}} its next 100 best customers. I recently helped one of our clients {{SaaS company/competitor}} almost triple their monthly run rate with this.

I promise that I can sum up this idea in 10 minutes. Can you give me 10 minutes of your time on [date]?

Yours sincerely,
{Your name}

Source: Slintel

Best Use

This email template uses the BAB formula, it focuses on conversion and is designed to make a particular offer for a product to appeal to the wants and needs of your reader.



Hey [first_name], I know a way to tackle [problem]

Hi [first_name],

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My name is {YourName}, and I'll keep this quick.

Longer development cycles can spell disaster for any organization. Shipping out product updates at scale and speed is table stakes. Your target audience has a hundred other alternatives that are ready to give them what they want.

I've helped teams from leading companies such as [company name 1], [company name 2], and [company name 3] ship faster, efficiently. I'd love to tell you more about this if I can have 10 mins of your time. Let me know!

Yours sincerely,
{Your name}

Source: [Slintel](#)

Best Use

This email template uses the PAS formula that aims to address a problem, agitate and give a solution in a consistent, precise, and persuasive manner.

Curious how {Our Company} can help?

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Hi {{FirstName}},

{{YourName}} from {{YourCompany}} here leading the {{Department}} - {{what you do}}.

I'm writing to you because I noticed that a number of your colleagues at {{Company}} have visited our website a lot during the last few weeks.

I was wondering whether they were trying to figure out how {{Company}} might improve {{your product/service}} to your existing and potential customers? With the number of people researching our company, would it make sense to talk for 10 minutes these days?

Thank you for your time {FirstName}

Best,
{Your name}

Source: Reply

Best Use

Use this template when you want to increase your website visitors for customer relationships through brand visibility and identity.

Any problems with {{Competitor}}?

22

Hey {{FirstName}},

We've heard from several of {{Competitor}}'s customers that they've been having a lot of issues recently. We imagine your team would be frustrated if that's also happening at {{Company}}.

We've developed our {{YourProduct or Service}} to help leading enterprises such as {{Customer 1}}, {{Customer 2}} and {{Customer 3}} with {{Benefit 1}}, {{Benefit 2}}, and {{Benefit 3}}, so you can relax knowing you wouldn't face these problems with {{Your Company}}.

We'd love to see how we can help you increase your {{Success Metric}}. Are you available early next week to see why companies like {{Customer 4}} and {{Customer 5}} moved from {{Competitor}} to {{Your Company}} this year? If not, please let us know when it's best to reconnect.

Best,
{{YourName}}

Source: Reply

Best Use

Use this template when you're positioning your product or service as a better option that can solve their problem rather than your competitors by highlighting what you can do that your competitors fail at.



Who can we speak to?

Hi [NAME],

I am writing in hopes of finding the appropriate person who handles [DEPARTMENT I.E. MEDIA]? I also wrote to [PERSON X, PERSON Y, AND PERSON Z] in that pursuit. If it makes sense to talk, let me know how your calendar looks.

If you are the appropriate person to speak with, what does your calendar look like? If not, who do you recommend I talk to?

Thanks,
[SIGNATURE]

Source: Hubspot

Best Use

Use this email template when you're not sure if you're reaching out to the right person and you want to find the decision maker in the company.



Regarding your [topic] post

Hi {first_name},

[Your name] here with [your company]. Hope you're staying safe and healthy.

Just finished reading your {url_title} article. Noticed that you mentioned [competitor] for [reason].

Wanted to reach out and let you know that our team over at [company] just released a new tool for [function]. I'd love to set you up with a premium account in return for a mention in your post (no strings attached).

May I send it over?

Best,
[signature]

Source: Respona

Best Use

This template can be used when you are building your links by connecting with a company through a common interest or content before pitching your product or service.



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Visual for [site]: describe content

Hi [name],

I was just reading your post on [topic] – [personalized comment]!

Since you share [content type], I thought you'd enjoy this new visual I helped create on [content].

[Describe content] You can check out the full visual here.

If you think your readers would benefit from these tips, I'd be thrilled if you shared on [name]! I'd also be happy to send a custom intro or embed code to help with an upcoming post.

Looking forward to hearing what you think!

All the best,
[signature]

Source: Siege Media

Best Use

This email template is best used for promoting a new blog post with visuals. This helps to create brand awareness.



New resource for [site]: [describe content]

Hi [name],

I noticed you have a lot of great resources on [page] – [personalized comment] – so I thought you'd appreciate a new resource for [topic].

[Describe content]

You can see the full guide here: [link].

If you think this would be a valuable resource for [site], I'd love for you to add it to your page. Looking forward to hearing your thoughts!

Best,
{YourName}

Source: Siege Media

Best Use

This email template is best used for promoting a resource page from your website

Quick note about a dead link of yours

Hi [name],

I noticed that your awesome post [title of their post, linked to its URL] is linking to a broken page.

It's linking to this URL: [broken link URL], which as you can see is no longer working.

I actually recently published a [description of your content] that covers a lot of the same info that the broken page did: [title of your page, linked to its URL]

It might be a good replacement. Either way, keep up the great work!

[Signature]

Source: [Back Link](#)

Best Use

Use this email template when you need to point out a broken link to a brand and build back-links for your brand by suggesting your content in place of the broken link.



28

New [description of your content]

Hi [name],

I saw that you [tweeted/shared on Facebook/etc.] [author]'s post about [topic] last week.

What a great article.

I'm working on something related that I thought you might be interested in. It's [description of your content].

Is it OK if I send it your way when it's done?

Best,
[Signature]

Source: [Back Link](#)

Best Use

Use this template when reaching out to brands with similar or related content with them for connection and building back links for your site.



Question about {something they do}

Hey {first name},

I noticed that your site currently isn't {something that you solve}.

Implementing {best feature} is actually something that we help companies {insert social proof like a competitor you work with or customer count} like yours with all the time.

Is there a day next week when you have 10 minutes to connect so we can talk about getting this taken care of for you.

Best,
[Signature]

Source: Replify

Best Use

Use this template when you want to position your product as the solution to your prospect's problem, this allows your prospect to relate to you and your product.



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Know what we have in common?

Hey {{first.name}},

Is {{a problem that you solve}} tedious? Do you spend time [[painpoint]]? {{Yourcompany}} helps businesses like {Client1} AND {{Client2}} deal with this problem by [[value-proposition]].

Would love to show you exactly how our solutions can improve your {{problem that you solve}} and why {{Common VC}} contributed to our series {Funding round}. Are you available this week to meet?

Talk soon!

Best

{{YourName}}

Source: Regie AI

Best Use

Use this template when you want to highlight the problem that your product/ service solves, this allows your prospect to relate to you by being direct and assertive.



We'd love to hear from you!

At SmartSaaS, we are experts at cold emailing! Our sales training bootcamps can help you perfect your cold emailing campaigns successfully. Sit back and relax knowing that you no longer have to worry about making the wrong impression during outreach!

Let us help you skyrocket your sales knowledge! Save time and costs, and prepare for an accelerated and sustainable revenue growth when you work with SmartSaaS.

Rate your experience or the usefulness of this template and feel free to give your feedback on the link [here](#).

Share your own personal favorite cold email template for a chance to be featured on our blog. Submit your entries [here](#).

