

# 7 B2B Cold Email Templates

That Have Generated £Millions of Sales Pipeline in Over 23 Countries for Our Clients

BY STEFAN BOYLE

## Why Cold Email?

In short, we have created a business that uses cold emails as part of a process called the OUTREACH Formula to deliver our clients sales opportunities.

Cold email is a HUGE part of our success, and we strongly believe that B2B businesses should use cold email as part of their sales arsenal.

When I say sales arsenal, it makes it sound like we are going to WAR!

But our cold email approach is anything but, we do not spray as many emails out as possible to anyone that looks vaguely like a prospect for your business.

We send targeted email campaigns to prospects that fit our client's ICP (Ideal Customer Profile).

We have tried and tested these emails thousands of times, tweaked and amended to maximise the results.

We have created dozens of templates but we want to help people get results quickly so in this document are some of our favourite, best performing templates for you to swipe and use.

If you sell B2B and want to generate more sales opportunities test these templates by adjusting specific terminology to fit your industry, business and most importantly... your PROSPECTS!

It's vital to speak the same language and in the same tone in your emails as you would if you were face to face with prospects.

### Be personal, Be polite, Be human!

Most importantly, ask for something!  
A call. A meeting. A referral. A RESPONSE!!

The whole concept that people miss with cold email is that it's just the start of the conversation. It's not THE WHOLE conversation!

You are looking for a way to engage people and get them talking... metaphorically initially... in terms of an email conversation.

Your goal is to steer this conversation on email to having a call.

At Marketing Republic, we develop sales opportunities for our clients who sell high value products and services B2B.

ALL the opportunities we create start with cold email.

92% of the opportunities develop once we get them on the telephone.

Cold email conversations enable us to have those calls without cold calling.

### Please do one thing.

Use these templates. Test them. Tweak them and be consistent so you can prove what works for your business.

We all have loads of documents, ebooks, blog posts etc with ideas, tips and guidance from people with specialist expertise.

All I ask is you use these simple templates every working day and see what happens.

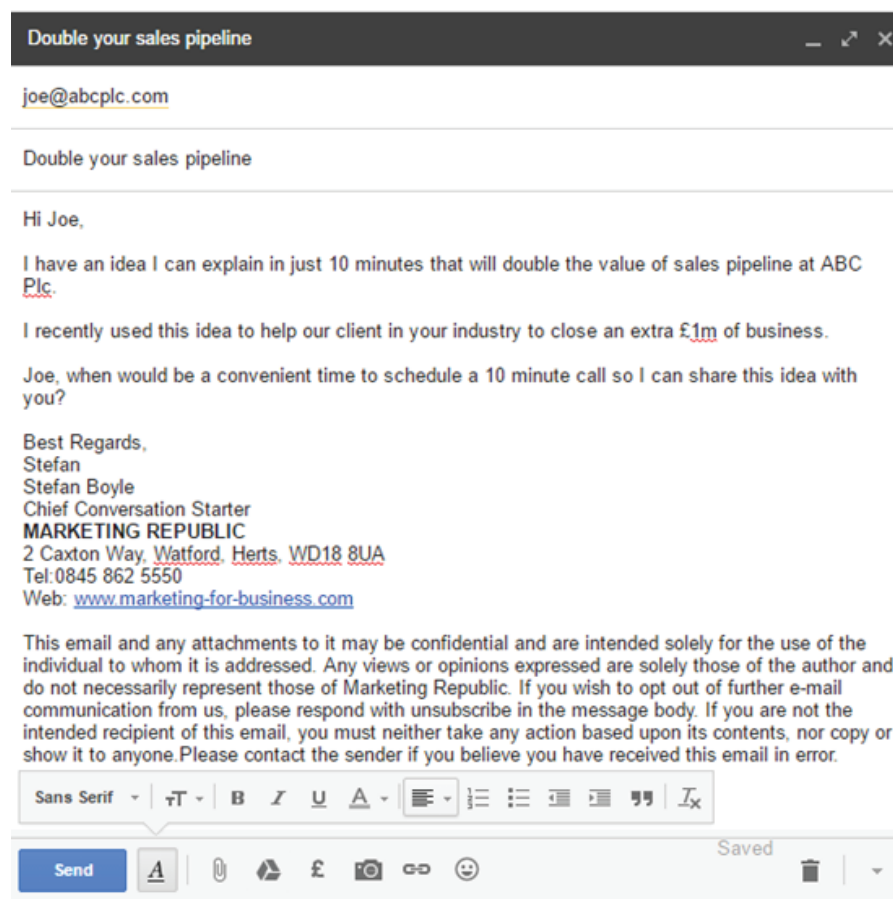
I am confident you will be delighted!

**Good luck! So... Let's get started.**



# Initial Idea Sharing Email

## Example



## Template

Hi {{FIRST\_NAME}},

I have an idea I can explain in just 10 minutes that will {{PROVIDE QUANTIFIABLE BENEFIT}} at {{COMPANY}}.

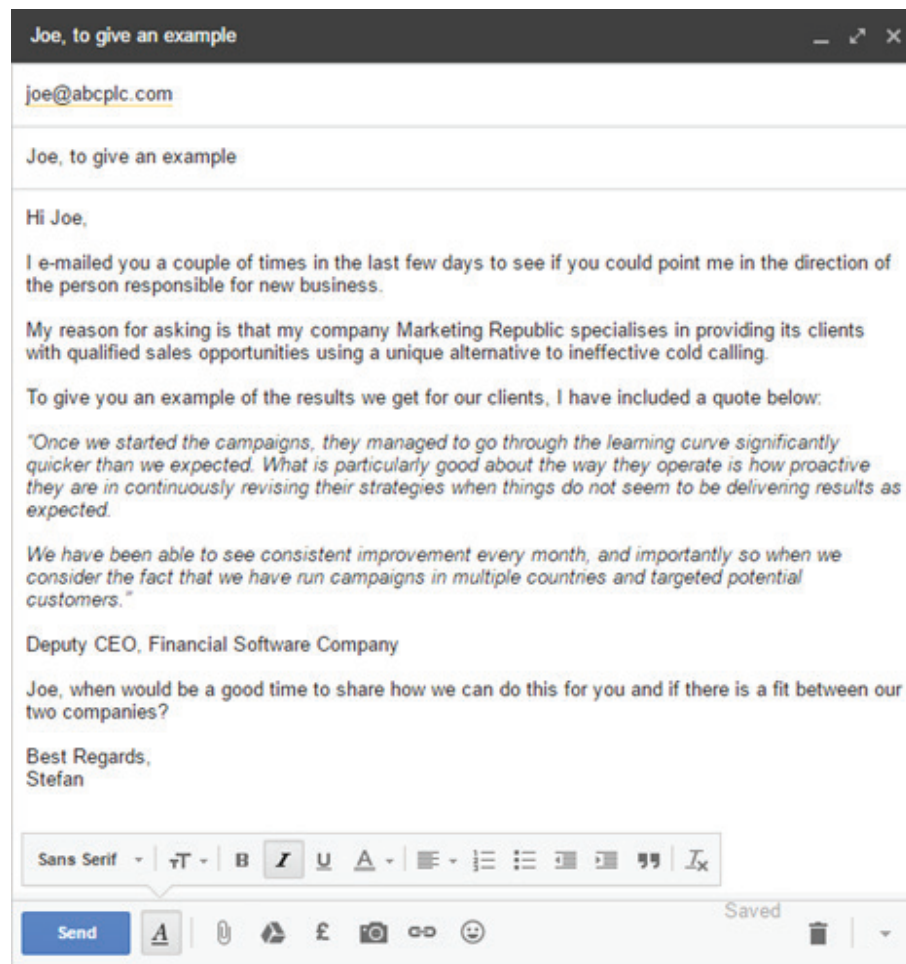
I recently used this idea to help our client in your industry to {{DESIRED OUTCOME}}.

{{FIRST\_NAME}}, when would be a convenient time to schedule a 10 minute call so I can share this idea with you?

Kind Regards,  
{{YOUR NAME}}

# Follow-up Email – Key Benefit and Testimonial

## Example



## Template

Hi {{FIRST NAME}},  
I e-mailed you a couple of times in the last few days to see if you could point me in the direction of the person responsible for {{YOUR PRODUCT/SERVICE}}.

My reason for asking is that at {{COMPANY}}, we specialise in providing our clients with {{KEY BENEFIT}} through our {{KEY FEATURE}}.

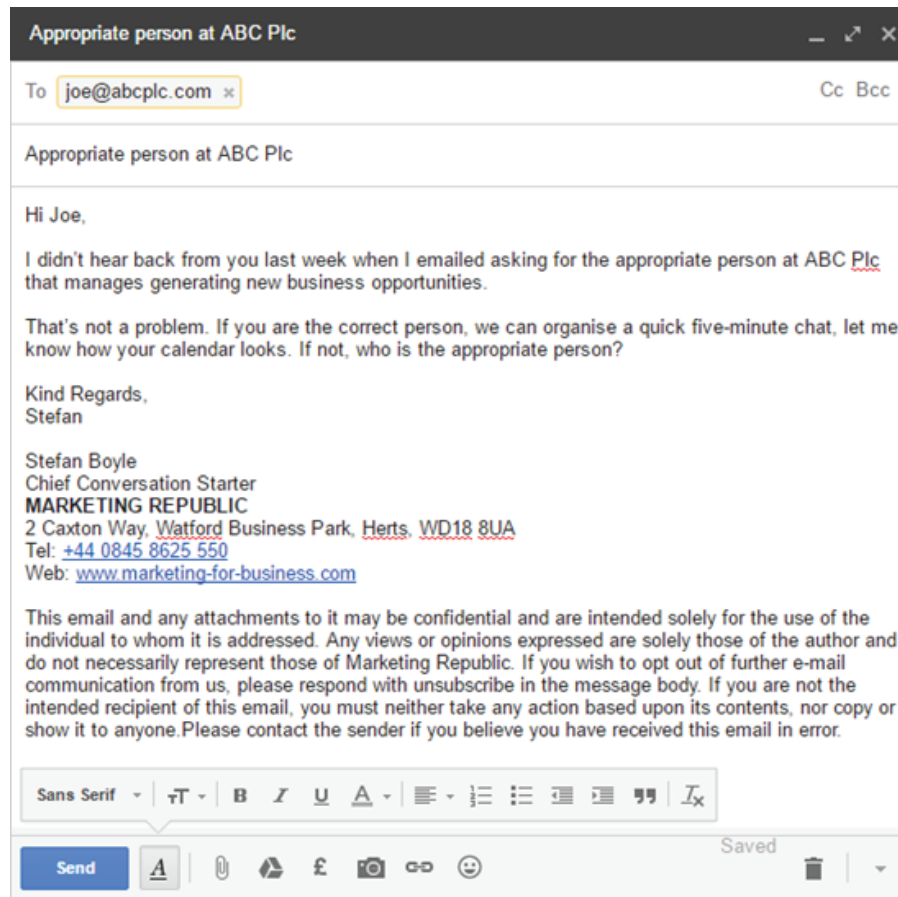
To give you an example of the results we get for our clients, I have included a quote below:

{{"TESTIMONIAL ON HOW YOU PROVIDE VALUE TO YOUR CLIENTS"}}  
{{FIRST NAME}}, when would be a good time to share how we can do this for you and if there is a fit between our two companies?

Best Regards,  
{{YOUR NAME}}

# Follow-up Email – Ask for Referral

## Example



## Template

Hi {{FIRST NAME}},

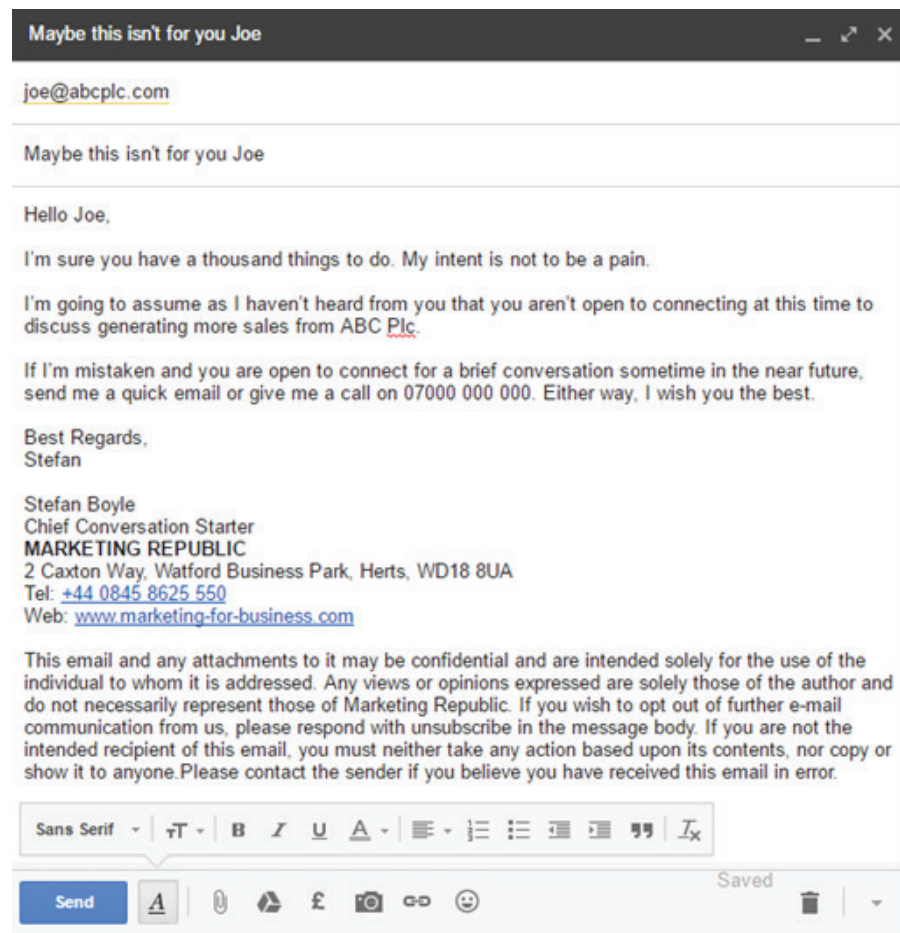
I didn't hear back from you last week when I emailed asking for the appropriate person at {{COMPANY}} that manages your {{SERVICE YOU PROVIDE/JOB ROLE}}.

That's not a problem. If you are the correct person, we can organise a quick five-minute chat, let me know how your calendar looks. If not, who is the appropriate person?

Kind Regards,  
{{YOUR NAME}}

# Break-Up Email

## Example



## Template

Hello {{FIRST NAME}},

I'm sure you have a thousand things to do. My intent is not to be a pain.  
I'm going to assume as I haven't heard from you that you aren't open to connecting at this time to discuss {{KEY BENEFIT}} from {{YOUR COMPANY}}.

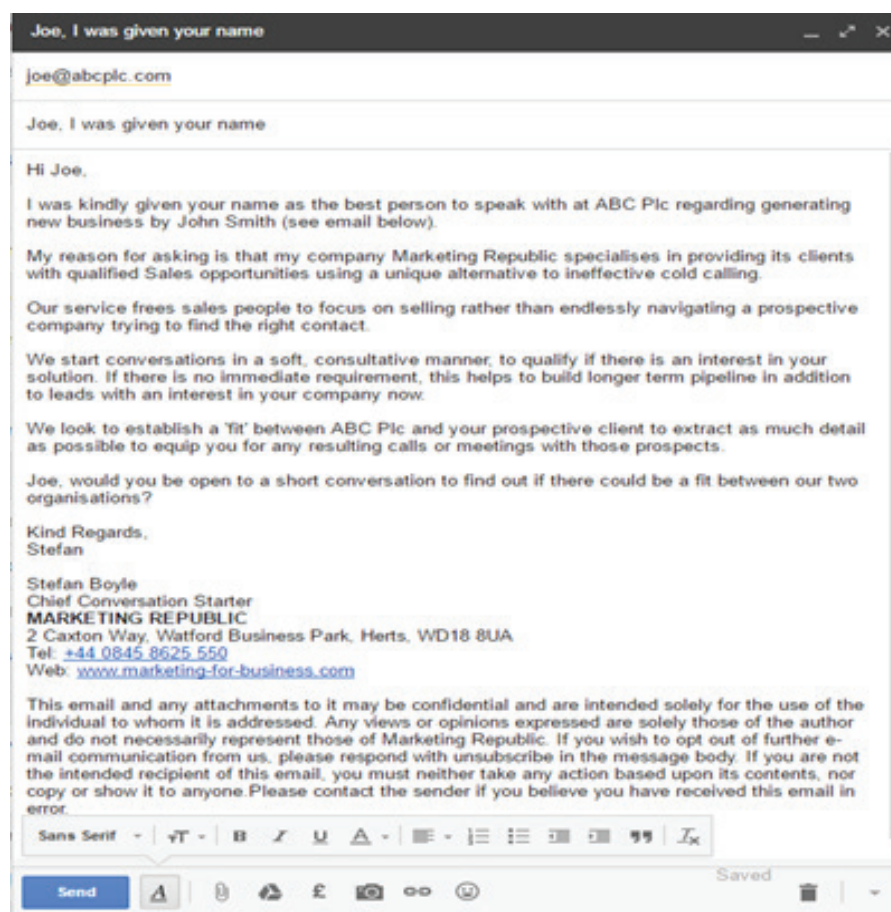
If I'm mistaken and you are open to connect for a brief conversation sometime in the near future, send me a quick email or give me a call on

{{YOUR PHONE NUMBER}}. Either way, I wish you the best.

Best Regards,  
{{YOUR NAME}}

# Referral Email

## Template



## Template

Subject: I was given your name {{FIRST NAME}}

Hi {{FIRST NAME}},

I was kindly given your name as the best person to speak with at {{COMPANY}} regarding who is responsible for {{YOUR PRODUCT/SERVICE}}, by {{CONTACT WHO GAVE REFERRAL; FW THE EMAIL}} (see email below).

At {{COMPANY}}, we ensure our clients are provided with {{KEY BENEFIT}} through our {{KEY FEATURE}}.

{{FIRST NAME}}, would your business benefit from having this {{COMPANY RESOURCE}} at your fingertips?

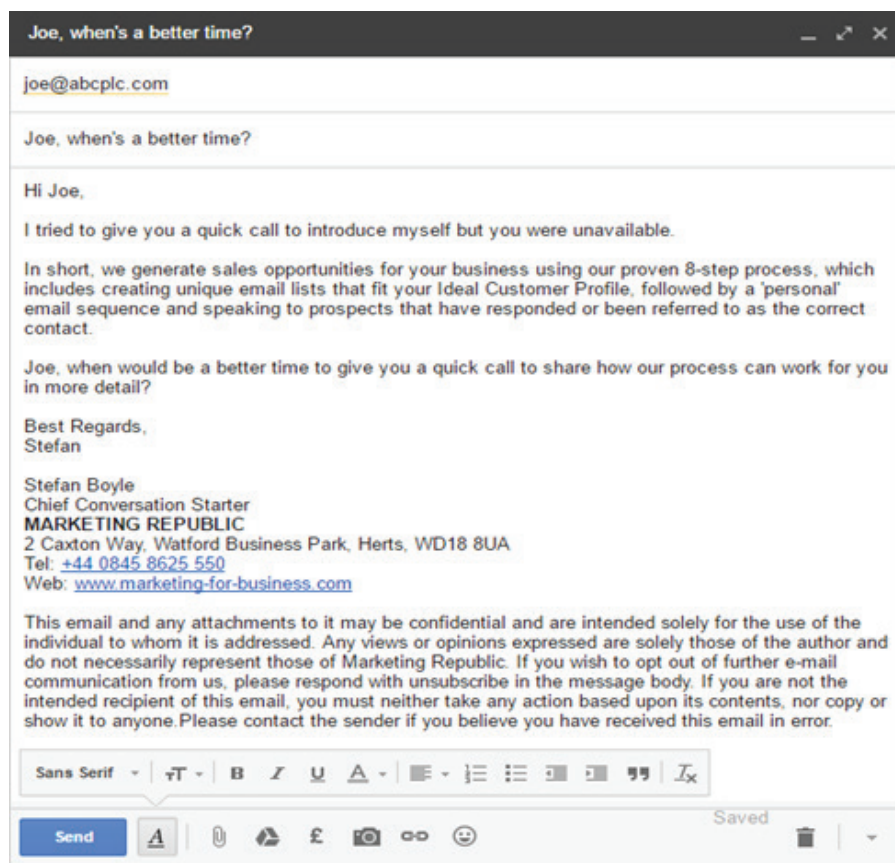
When's a good time for a quick call to explore if there is a fit between our two organisations?

Best Regards,  
{{YOUR NAME}}



Not Available

# Template



## Template

Hi {{FIRST NAME}}.

We haven't been able to catch up regarding the {{KEY FEATURE/COMPANY RESOURCE}} that we provide here at {{COMPANY}} in helping to utilise {{COMPANY FUNCTION}} more effectively (\*or I tried to give you a quick call to introduce myself but you were unavailable).

Appreciate you are busy. So I'll keep it brief. I can share a little more on how we help, if you could provide me with a better time for a chat we can catch up then.

At {{COMPANY}}, we ensure our clients are provided with {{KEY BENEFIT}} through our {{KEY FEATURE}}.

[[FIRST NAME]], when would be a better time to give you a quick call to explore if there is a fit between our two organisations?

Best Regards,  
{{YOUR NAME}}



## Left Voicemail – After a reply

### Template

Quick chat with Marketing Republic

joe@abcplc.com

Quick chat with Marketing Republic

Hi Joe,

I tried to give you a quick call to discuss your reply in more detail, and I have left a voicemail on your phone with my mobile number 07000 000 000.

You can call me later today or let me know a convenient time and I can give you a quick call then.

Best Regards,  
Stefan

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### Template

Hi {{FIRST NAME}},

I tried to give you a quick call to discuss your reply in more detail, and I have left a voicemail on your phone with my mobile number {{YOUR MOBILE}}.

You can call me {{TIME CONVENIENT}} or let me know a convenient time and I can give you a quick call then.

Kind Regards,  
{{YOUR NAME}}

So there you go.  
Get to work!

**Please feel free to let me  
know how you get on...**



Hope you found this useful.



**Stefan Boyle**

Director & Chief Conversation Starter  
MARKETING REPUBLIC

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