

# Cold Challenge/Solution Introduction to Sales Lead

**Subject Line:** Helping *[company name]* *[solve/scale/fix/reduce/etc.]* *[area of their business]*

Hi *[lead first name]*,

Hope all is well with you and *[company name]* in the *[industry]* world.

I notice *[something specific to the lead/company {ex: "you haven't posted a blog article since 2021"}]*, so I wanted to see if this scenario sounds like you:

- *[Introduce challenge the lead might face {ex: "You want to provide quality content for your blog to generate leads but don't have the time or knowledge on cybersecurity to develop it in-house"}]*

If it does, I have a great solution. *[introduce your solution/product/service offering {ex: "Outsource your content writing to a writing agency that specializes in cybersecurity"}]*.

I'd love to schedule a call to see if we can help with your *[business area]* goals. Let me know your availability to speak over the next few days.

Thank you,

*[Your name], [title]*

*[Company]*

*[Email address]*

*[Phone number]*

*[Company website]*

*[Calendar Schedule Button]*

# Response to Online Form Submission

**Subject Line:** Hi *[lead first name]*, thanks for your inquiry

Hi *[lead first name]*,

Thanks for expressing interest in our *[product/service]*, I look forward to helping craft a solution that meets your needs.

My name is *[first name]*, *[job position]* for *[company name]*. To get started, I'd like to schedule a time to chat to learn more about you and your *[solution {ex: "accounting," "cybersecurity," "content development"}]* needs.

Please let me know your availability over the next few days—or you can use the Schedule Appointment button in my signature to find a time that works for you.

Talk soon,

*[Your name], [title]*

*[Company]*

*[Email address]*

*[Phone number]*

*[Company website]*

*[Calendar Schedule Button]*

# Reply to Referred Lead

**Subject Line:** *[Subject name made by referrer]*

Hi *[referrer contact first name]*,

Thanks for the introduction—I really appreciate you being a champion for my small business.

Hi *[lead name]*. Great to meet you.

As mentioned by *[referrer name]*, my name is *[first name]*, and I'm (a/the) *[job position]* for *[company name]*. I'd love to schedule a call and learn a little more about you and your *[product/service]* needs.

Please let me know your availability over the next few days or you can use the Schedule Appointment button in my signature to find a time that works for you.

Thank you,

*[Your name], [title]*

*[Company]*

*[Email address]*

*[Phone number]*

*[Company website]*

*[Calendar Schedule Button]*

# Cold Introduction Referencing Recent Events

**Subject Line:** Hi *[lead name]*, Did You Hear About *[event/development]*?

Hi *[lead first name]*,

Hope all is well with you and *[their company name]* in the *[industry]* world. My name is *[first name]*, *[job position]* for *[company name]*.

I wanted to reach out regarding *[event/development name]*. In case you haven't heard, *[briefly summarize the event or development]*. This, obviously could *[explain how it could affect the lead directly {ex: "add new compliance requirements for your business"/"lead to new innovative opportunities for your company"}]*.

All that said, I wanted to introduce myself and *[company name]* as *[how your products/services can help the lead in relation to the event/development {ex: "we can help you navigate these new regulations"}]*.

I'd love to schedule a call to learn more about you and see where we can assist.

Please let me know your availability over the next few days or you can use the Schedule Appointment button in my signature to find a time that works for you.

Thanks and best regards

*[Your name], [title]*

*[Company]*

*[Email address]*

*[Phone number]*

*[Company website]*

# Post-Event Introduction to Potential Lead

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

Hi *[lead first name]*,

It was a pleasure meeting you at the *[event name]* *[time increment that's past {ex: "last week."}]*. I particularly enjoyed the *[something you like about the event {ex: "speaker who discussed the tax bracket changes"/"networking aspect of the event."}]*

I wanted to continue our conversation about *[previous conversation regarding product/service needs {ex: "your insurance needs."}]*. Like I said when we met, *[something you indicated at the event regarding your selling proposition {ex: "we have appointments with all the major carriers which lets us get the best possible market value"}]*, so I'd love to get on a call to discuss further.

Please let me know your availability over the next few days or you can use the Schedule Appointment button in my signature to find a time that works for you.

Talk soon,

*[Your name], [title]*

*[Company]*

*[Email address]*

*[Phone number]*

*[Company website]*

*[Calendar Schedule Button]*

# Introduction to a Networking Group

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

Hi everyone,

Hope all of you are doing well. I wanted to make a brief introduction as I've recently joined *[organization name]*. My name is *[your name]*, and I'm (a/the) *[job position]* for *[company name]*. I'm excited to get the opportunity to *[indicate your relationship with members {ex: "work with"/"network with"/"get to know"/"grow with"}]* all of you.

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

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.

Please let me know your availability over the next few days or you can use the Schedule Appointment button in my signature to find a time that works for you.

Thank you,

*[Your name], [title]*

*[Company]*

*[Email address]*

*[Phone number]*

*[Company website]*

*[Calendar Schedule Button]*

# Request for Expertise

Hi *[SME first name]*,

My name is *[your name]*, and I'm (a/the) *[job position]* for *[company name]*. I'm reaching out because *[reason you're reaching out {ex: "I need cybersecurity insights for an article I'm writing"}/I've been struggling with closing sales"]*, and I see you've made a name for yourself in this field.

*[Contextual paragraph describing your circumstances {ex: "The topic is specifically on the Zero Trust Model for network security. It will be published in Korich Magazine this Fall."}/I've been doing a great job in my lead generation efforts, but can't seem to properly get those leads through the pipeline and finalize the deal."}]*.

Do you have time for a brief call to discuss this further?

Thank you,

*[Your name], [title]*

*[Company]*

*[Email address]*

*[Phone number]*

*[Company website]*

*[Calendar Schedule Button]*

# Post-Event Email Introduction to Potential Partner

**Subject Line:** Pleasure Meeting You at *[event name]*

Hi *[potential partner first name]*,

It was a pleasure connecting with you at the *[event name]* *[time increment that's past {ex: "last week."}]*. I particularly enjoyed the *[something you like about the event {ex: "speaker who discussed the tax bracket changes"/"networking aspect of the event."}]*

I wanted to discuss potential partnership opportunities with you. *[describe why partnership would be valuable {ex: "As you are in the search engine optimization (SEO) business and I'm in the content-writing business, we could be solid referral sources to help our clients boost their content marketing campaigns."}/"My managed-service provider (MSP) has been looking to add a supplemental system automation service to offer our customers, but we'd need to subcontract it out to a specialist like yourself."}]*.

I'd love to get on a call to discuss this further. Please let me know your availability over the next few days or you can use the Schedule Appointment button in my signature to find a time that works for you.

Thank you,

*[Your name], [title]*

*[Company]*

*[Email address]*

*[Phone number]*

*[Company website]*

*[Calendar Schedule Button]*



# Cold Introduction to Newly-Assigned Client

**Subject Line:** Introducing Your *[New or leave blank] [job position]*

Hi *[client name]*,

*[Introduce circumstances {ex: "As you may know, Cameron Eck is no longer with the firm, so I wanted to make an introduction."}/"Now that you are officially a client of PK Cyber Solutions, I want to introduce myself as your account manager."}/"As there have been a few structure changes throughout our company, I am your new account manager and would like to introduce myself."}]*

My name is *[your name]*. I will be your point of contact for all things *[indicate support services {ex: "billing, product issues, technical assistance, solution recommendations, etc."}]*.

If you ever need assistance, you can contact me with the information below or use the Schedule Appointment button in my signature to find an appointment time that works for you.

I look forward to working with you.

Talk soon,

*[Your name], [title]*

*[Company]*

*[Email address]*

*[Phone number]*

*[Company website]*

*[Calendar Schedule Button]*

# Introduction to New Point-of-Contact

**Subject Line:** Introducing *[name of new point of contact]*, Your New *[job position]*

Hi *[client name]*,

*[Introduce circumstances {ex: "I wanted to inform you I will be leaving the firm next week to pursue a new opportunity."}]. I'd like to introduce you to your new *[job position]*, *[name of new rep]*, who is CC'd here.*

*[New rep name] [briefly describe experience {ex: "comes with three years of experience in the marketing automation world."}] and will be an excellent resource for you. [He/She] will be your point of contact moving forward for all things [indicate support services {ex: "billing, product issues, technical assistance, solution recommendations, etc."}].*

It's been a pleasure working with you.

Thank you,

*[Your name], [title]*

*[Company]*

*[Email address]*

*[Phone number]*

*[Company website]*

*[Calendar Schedule Button]*

# New Product or Service Introduction

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

Hi *[customer first name]*,

I wanted to reach out about a new *[product/service]* we are offering that could be beneficial to you. *[briefly describe new product or service {ex: "We are now offering payroll processing services in addition to our bookkeeping, tax preparation, and employment benefits management solutions."}]*.

*[Explain the value of the new product or service {ex: "This new solution will allow our clients to centralize all of their financial management activities to one provider."}]*.

If you're interested in learning more, I'd love to get on a call to discuss this new *[product/service]* line. Please let me know your availability over the next few days or you can use the Schedule Appointment button in my signature to find a time that works for you.

Thank you,

*[Your name], [title]*

*[Company]*

*[Email address]*

*[Phone number]*

*[Company website]*

*[Calendar Schedule Button]*