

Email Frameworks to Boost Reply Rates

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Why Frameworks?

Messaging frameworks can be a huge time-saver when brainstorming new messaging or creating an outbound sequence. They provide a structure for your creativity without being too rigid. With the help of these frameworks, you can easily include personalization and messaging that are proven to increase reply rates. These frameworks have been used thousands of times across the globe, so find the ones that suit your style the best.

1: Context Problem Solver

When to use it

First cold email, email bump, LI message

Framework

[Name] - noticed [reason you are reaching out].

Would it be helpful to [insert problem you solve]? Our [product/service] helps scientists with [desired outcome] without [annoying thing they deal with today].

Interested in learning more?

Why it works

You're personalizing your outreach based on something you noticed about them or their company and tying that directly to a problem you can solve. If that problem is a priority for them at this moment, it's likely they will reply. It also uses a soft CTA vs asking for a meeting immediately (which can be a big ask).

2: Help Me Referral

When to use it

Referrals, warm contacts, LI messages

Framework

Hi [name] - Can you help me out with something? I'm hoping to connect with people who are running into [insert problem you solve] and help them [desired outcome] without [annoying thing they deal with today].

Do you know anybody that fits that description?

I appreciate your help!

Why it works

When asked for help, most people are inclined to help. Especially if they know you or your company. This approach works best when you've recently provided value to this person. The law of reciprocity will kick in and they're more likely to return the favor. You're also very clear on what you're looking for and providing. If the recipient were to forward this message to someone, they would have all the context they need.

3: Data Drop

When to use it

Follow-up reply message

Framework

Hi [name] - Here's a publication that expands on [topic of interest]: [Link to publication]

Let me know if you want to dig into the details.

Why it works

It's an incredibly short email that gets right to the point. You typically would send this as a follow-up reply to your original personalized email. This strategy will bump your last email to the top of their inbox, while also providing additional supporting information.

4: Thoughts Bump

When to use it

Follow-up reply message

Framework

[name] - Any thoughts on this?

Why it works

Yes. That's all you put in the email. This works best when your first email is personalized and relevant. This has historically been one of the most replied-to emails of any sequence. It's short and simple and gets them to look back at your original email.

5: The Case Study

When to use it

Follow-up message

Framework

[name] - noticed [observation about them or their company].

[customer name] ran into [problem] when doing the same [observation]. We helped them [desired outcome] without [annoying thing they deal with today].

They did it by [how they did it].

Let me know if you want to learn more.

Why it works

****If you don't feel comfortable using a company or person's name, just say "a small biotech doing XYZ". This example shows how you helped a different customer going through the same thing they are currently going through. You've called out a problem they are either facing now, or they will likely face in the future. You also close the loop and explain how they were able to achieve their desired outcome.**

6: The Cold Referral

When to use it

Follow-up messages later in your sequence

Framework

[name] - Curious if anyone in your lab is doing/responsible for [the problem you solve].

Would you mind introducing me? We helped solve this for [customer] by doing [approach you used to solve the problem].

Why it works

You take the responsibility of solving the problem off of the recipient. They are more likely to pass the email on to the person who is best equipped to solve the problem.

7: Poke the Bear

When to use it

Cold outbound

Framework

[name] - How do you ensure you aren't [missing some critical data relevant to what you solve]? When taking [typical approach] we see this [problem you see].

Is that something you're trying to solve for?

Why it works

You're highlighting what could be a critical flaw in an existing approach they are taking. It's hopefully something they may not have even thought about. Then you simply ask if they are worried about it. If they aren't, then they may not be a fit for your product or service. But if they are, you'll likely get a response.

8: Open to an Idea

When to use it

Cold outbound

Framework

[name] - Are you open to an idea that could help you [desired outcome] without the [annoying thing they deal with today]?

In short, we do this by [how you solve the problem].

Interested in a deeper discussion?

Why it works

This gets them thinking about a new way to solve a problem that they have. Most people want to be open to new ideas and are willing to at least hear you out. You also want to tease at the solution just enough that they want to learn more.

9: Annoying Process

When to use it

Cold outbound

Framework

[name] - What people hate about [status quo process you make better] is [annoying thing 1], [annoying thing 2], [annoying thing 3], etc.

With [your company], you can [do a simple thing] and get [desired outcome].

Think this might help?

Example

Harrison - What people hate about doing CRISPR is the process - buying reagents, optimizing transfection, sequencing, hours of laborious cloning, etc.

With Synthego you tell us your project details and get your edited cells in a couple of weeks. Go straight to your assay without the extra lab work.

Think this might help?

Why it works

This message emphasizes the effort required to achieve the desired outcome. Ideally, your product or service streamlines the process by eliminating any disliked steps. However, this message may not be effective for every product or service, particularly if you are not actually replacing a known workflow. It's important you use the customer's language for these steps or it won't resonate.

10: Value Deposit

When to use it

Cold outbound, Nurturing

Framework

[name] - Given [thing that you noticed about them/their company] I thought you might find this useful for [thing they will be able to do better]. Specifically look at [section, min of video, bullet point number].

[Insert link to article/content/post/video]

Hope it helps!

Why it works

This is a great way to add value without asking for anything in return. The key to this message is sending an ACTIONABLE piece of content. They should be able to take this information you shared and immediately apply it to do their job better. By calling out the exact item they should look at, you 1) stand out from other salespeople, 2) make it easy for them to find the main point, 3) lower the effort level the prospect has to consume the content. Bonus points if you screenshot the section and paste it in the email.

11: Given up?

When to use it

When you've been ghosted

Framework

[name] - Have you given up on solving [the problem you were discussing with them]?

Why it works

Likely they have not given up on solving a particular problem. But this message gives them the ability to update you on where this problem fits on their priority list (maybe something else is more important right now). This is a message you want to use after a few failed follow-ups right before you decide to close the deal.

12: Technical Assist

When to use it

Late stage opportunities or when you've been ghosted

Framework

[name] - I understand you've been working with [rep name] from our team to solve [problem they want to solve].

Is there anything we can do to assist you from the technical side?

Why it works

This message comes from a separate technical resource within your company. They reach out directly to engage and offer support from a new angle. This shows that you have a team that will help support them in solving their challenge. You're offering to help without any sort of ask from your end. This can revitalize deals that are about to die, or help get late stage deals across the line.

13: Targeted Referral

When to use it

Send to decision makers to get referred to the right person

Framework

[name] - Is [name of who you think is the right contact] responsible for [solution you provide]? Or is it someone else?

Thanks for your help!

Why it works

Rather than asking who is responsible for implementing or evaluating your solution, you show you did some research and make it a simple yes or no response from the decision maker. Most execs/decision makers are busy so keeping your messages short and making them low-lift, it essential to getting replies.

14: Not Interested Referral

When to use it

When you get an email response saying they aren't interested

Framework

[name] - No problem. I know it's not your job to help salespeople but do you mind me asking if you think [referral name] at [previous company] would be a good fit considering your experience there?

Thanks for your help!

Why it works

Instead of trying to overcome the objection or give up on the deal, look for the company they used to work at (or currently work at) and ask for a referral to someone else. Including some humor is a great way to let the recipient know you are a person and not just an automated message.

15: Contact Request Follow-up

When to use it

Inbound contact sales requests

Framework

Subject: [Your Company Name]

[name] - Thanks for your interest in [your company]. Looks like you wanted to learn more about [topics they mentioned in their inquiry].

Are you free [insert available times] for a quick call to discuss how we might be able to help?

Talk soon!

Why it works

They are already familiar with your company (or they wouldn't have filled out a contact form). The simple subject line with your company name will be enough to get them to open. Keep the message simple and reference what they asked so they feel heard. Your goal is to simply book a call with them. If you use a calendar link, this is a great way to include it in your email so they can schedule the call without multiple back-and-forth emails.

16: Content Downloads

When to use it

When people submit a form to access your content

Framework

[name] - Saw you were interested in [problem the content solves]. Others have gotten lots of value from [specific page, paragraph, time of video, etc...] of the content. If you want to discuss this challenge in more detail let me know.

Here is another piece of content you might find helpful. Check out [specific page, paragraph, time of video, etc...].

Enjoy!

Why it works

Most people who download content are not ready to buy right away and many don't even read it. Your goal should be to capture those that are interested in a deeper discussion around the topic, while also providing value to them so they can learn more on their own. No call to action is required. Just provide expertise and they will engage when and if there is a need.

17: Job Change Trigger

When to use it

Cold outbound to people starting new roles

Framework

[name] - Typically new [title of person] trying to find quick wins to solve [problem you solve].
Would it be helpful if you could [improve/optimize/reduce] [thing you can help with]?

Why it works

When people join a new company (especially Manager+ roles) they are trying to make a quick impact. One way to do that is by solving a problem that currently exists. If you can call out a typical challenge they might face and have a unique way to solve it, you'll have a great chance of getting a reply. To find these people, create a target list on LinkedIn Sales Navigator to see who recently has moved to a new company.

18: Hiring Trigger

When to use it

Cold outbound to companies who are growing or hiring

Framework

[name] - Looks like you just hired [X] people in the last few months.

Typically this is when [insert challenge you can help with] becomes an issue which can lead to [impact of not solving the problem right away].

Recently helped [customer of yours] with this.

Worth a quick discussion?

Example challenges:

- Knowledge transfer
- Protocol updates
- New equipment needed
- More work to manage

Why it works

When hiring people, there are typical challenges that come up. If you can align your solution to those challenges, it's a great opportunity to break into that account. Use LinkedIn Sales Navigator to create a target list of companies that have recently grown in size.

19: Previous Customer Trigger

When to use it

Outbound to people who used to work at a customer of yours

Framework

[name] - Noticed your time at [their previous company].

They use [your company] to solve [problem you solve].

Looks like this might be relevant at [current company].

Interested in learning more?

Why it works

These people may have used your offering or were familiar with it at their previous company. If not, you at least have some social proof when you reach out to them. You can use LinkedIn Sales Navigator to create a list of people who used to work at one of your customer accounts.

20: Credible Expert

When to use it

Cold outbound

Framework

[name],

After working with [role, title, job, application] for [duration], noticed they struggled with [main problem]. Typically it's because of [root cause 1], [root cause 2], or [root cause 3].

Curious how this resonates with your experience.

P.S. We use [solution] which enables you to [prevent problem].

Why it works

This email immediately shows your expertise in knowing their role. The more specific you can be the better. Ex: "Working with tox studies and liver models for 5 years", "Working with researchers studying neurological diseases for the last 2 years". These specific examples are highly relevant for the person you are targeting. The best part, you can scale this outreach if you have a highly targeted list.

Email Offers That Boost Reply Rates

If your reply rate is below 5%, it's because your offer sucks.

Nobody wants more meetings. But every email you send asks to schedule a meeting.

Here are 7 creative offers that aren't boring:

1. **Reframe the meeting:** Make the meeting the value itself. Give the prospect a tangible outcome that makes them better at their job.

2. **Short video:** Create a 60-second video teaching a new process, sharing interesting data, or an approach to a problem that will pique their curiosity to learn more.
3. **On-demand recording:** Share a link to a previously recorded webinar and point to the exact minute in the video they should watch. Tell them why it's relevant.
4. **Invitation to present:** Invite them to present their science to your team. Make them feel special and give them a platform to share their ideas.
5. **Share novel insights:** Talk to people in the lab, identify a problem, and diagnose the root cause. Offer to share those insights with the decision-maker. They likely won't be aware of the challenges you've uncovered.
6. **Start a conversation:** Share a unique or novel approach to solving a problem. Ask for their opinion or thoughts on how that approach might work.
7. **Pizza party:** Offer to come on-site and share some interesting data or novel discoveries with the team. Always bring food or pizza!