

10 High-Converting Sales Email Templates by DigiKat

Ready to supercharge your sales outreach? Below are ten versatile, high-converting sales email templates that can be customised to fit various scenarios. Each template is designed to engage prospects, deliver value, and drive action.

1. Cold Outreach Email

Subject Line: *[First Name], is [Pain Point] holding you back?*

Hi [First Name],

I noticed that [Company Name] is [specific insight about their business]. Many businesses in [industry] struggle with [pain point]. That's where [Your Company] comes in.

Our [Product/Service] helps [specific benefit], so you can focus on what matters most—[outcome].

Would you be open to a quick 15-minute chat to explore how we can help [Company Name] achieve [goal]?

Best regards,
[Your Name]
[Your Company]

2. Follow-Up After No Response

Subject Line: *Did you see my last email?*

Hi [First Name],

Just wanted to follow up on my previous email. I understand you're busy, so I'll keep this short.

Our [Product/Service] has helped companies like [Example Company] achieve [specific result], and I'd love to see if we can do the same for [Company Name].

Would you have 10 minutes for a quick chat this week?

Looking forward to hearing from you!

Best,
[Your Name]

3. Follow-Up After a Demo

Subject Line: *What did you think of the demo?*

Hi [First Name],

Thanks for taking the time to check out [Your Product/Service] during the demo! I hope you found it insightful.

Based on our conversation, I believe [specific feature] could really help [Company Name] streamline [process].

If you have any questions or would like to dive deeper into specific features, let's set up another call. Otherwise, let me know if you're ready to move forward!

Best regards,
[Your Name]

4. Re-engagement Email

Subject Line: *Still interested in [Your Product/Service]?*

Hi [First Name],

It's been a while since we last connected, and I wanted to check in. Since our last conversation, we've introduced [new feature/update] that could be a game-changer for [specific goal].

Many of our clients, like [Example Company], have seen [specific result] after implementing [Product/Service].

Would you be interested in exploring how [Your Company] can help [Company Name] achieve similar results?

Looking forward to reconnecting!

Best,
[Your Name]

5. Referral Request Email

Subject Line: *Who do you know that could benefit from [Your Product/Service]?*

Hi [First Name],

I hope [specific outcome they've achieved] has been valuable for you and [Company Name].

I'm reaching out because we're looking to help more businesses in [industry]. If you know anyone who could benefit from [Your Product/Service], I'd greatly appreciate a referral.

As a thank-you, we're offering [incentive] for every referral that leads to a new customer.

Thanks in advance for your support!

Best regards,
[Your Name]

6. Post-Networking Event Follow-Up

Subject Line: *Great meeting you at [Event Name]*

Hi [First Name],

It was a pleasure meeting you at [Event Name] and learning more about [Company Name]. I recall you mentioned [specific challenge or goal].

I'd love to explore how [Your Product/Service] can help you [achieve goal or solve challenge].

Would you be open to a quick call next week to dive deeper?

Best,
[Your Name]

7. Limited-Time Offer Email

Subject Line: *Don't miss out: [Offer Name] ends soon!*

Hi [First Name],

I wanted to let you know about a special offer we're running for [Product/Service]. Until [date], you can get [discount/bonus] when you sign up.

This is a great opportunity to [specific benefit], just like [Example Company], who saw [result].

If you're interested, let's set up a time to chat before the offer ends!

Best regards,
[Your Name]

8. Competitive Advantage Email

Subject Line: *Here's how we're different from [Competitor]*

Hi [First Name],

I know you're evaluating solutions like [Competitor], so I wanted to highlight what sets [Your Product/Service] apart.

Unlike [Competitor], we offer [unique feature/benefit], which helps businesses like [Example Company] achieve [specific result].

Would you be open to a quick call to discuss how we compare and how we can help [Company Name] achieve [goal]?

Looking forward to your thoughts!

Best,
[Your Name]

9. Customer Success Story Email

Subject Line: *See how [Example Company] achieved [Result]*

Hi [First Name],

I wanted to share a quick success story from one of our clients, [Example Company]. They faced [challenge] and used [Your Product/Service] to achieve [specific result].

You can read their full story here: [Link to Case Study].

I'd love to discuss how we can help [Company Name] achieve similar results. Would you be open to a brief call?

Best regards,
[Your Name]

10. Breakup Email

Subject Line: *Is this the end?*

Hi [First Name],

I've reached out a few times, and I understand if now isn't the right time for [Your Product/Service].

If you're still interested, I'd love to connect and explore how we can help [Company Name] achieve [goal]. Otherwise, I'll assume you're all set for now.

Feel free to reach out if things change—I'm here to help!

Best regards,
[Your Name]

How to Use These Templates

Each of these templates is designed as a starting point. Customise them by inserting your specific details, tailoring the language to match your tone, and adjusting based on your audience.

Ready to take your sales emails to the next level? Use these templates with ChatGPT to create personalised, high-converting messages in minutes!