

New feature outreach and training

Introducing prospects and customers to your new product feature is a must. And of course, customer feedback is a pivotal part of the product development cycle. So, you need to have an outreach and training plan ready in order to highlight to customers how exactly they can leverage your product successfully.

The email templates below are for engaging new prospects or current customers, detailing how your new feature or product update will help them reach their goals. New feature training outreach is crucial as it helps drive faster feature adoption.

Email template #1: The outreach email

Send to: Client admins + [Feature] champion(s)

- CC: Setup lead(s), CSM, relevant client champions
- Subject: [Company] <> [Client Name] [Feature] Setup

Hey [insert name],

We're just going through your setup and wanted to let you know about a fantastic new feature we've just released: [insert feature name]. We're giving all our current customers [this feature] for free to try right now.

Here's the value it can offer to your organization:

[Feature benefit #1]

[Feature benefit #2]

[Feature benefit #3]

Here's a quick plan to get us started:

Let's connect soon [**suggest times or include scheduling link**].

Also, here are some resources to start getting the most out of [**this feature**]:

[**Resource #1**]

[**Resource #2**]

[**Resource #3**]

And here's a short tutorial on how to get the most out of it.

Got a use case in mind? Tell us all about it.

We're looking forward to helping your team with [**feature benefit**]. Let us know if you have any questions. We'd love to hear your feedback!

Thanks!

[**insert name**]

Email template #2: The pre-training email

Send to: Client admins + [Feature] champion(s)

- CC: Setup lead(s), CSM, and any other relevant client champions
- Subject: [Company] <> [Client Name] [Feature] Training - Test Files

Hi [**insert name**],

As we gear up for our [**feature**] training in the next few days, we wanted to send some files that we'll use to illustrate [**feature**].

We've also included some links below to some common use cases our clients use [**feature**] for.

Please feel free to log into **[the product]** and share your screen so that we can show you exactly how to navigate things.

Pick one use case from the options in the doc attached that you'd like to explore more during the training. Let us know if you have any questions.

Thank you,

[insert name]

Email template #3: The training follow-up email

Send To: Client [Feature] training attendees

- *CC: Setup lead(s), CSM*
- *Subject: [Company] <> [Client] [Feature] Training Follow Up*

Hey **[first name]**,

Thanks for joining the **[feature]** training today. We can't wait to get your feedback as you start using the **[new feature]**.

We've attached some super helpful resources to get you started, including the recording of the full training session.

[Client Name] Action items:

[Action item #1]

[Action item #2]

[Action item #3]

Resources:

Recording: **[Company]** <> **[Client Name]** **[Feature]** Training (**zoom link here**)

Supporting article

[Company] Support: Please reach out to us **[support email]** if any questions come up during the close.

Thanks,

[insert name]