



5 Cold Outreach Email Sequence Proven to Generate a 30% + Response Rate from Prospects

The challenge we all face in sales is generating enough consistent response from our prospecting efforts to keep us from slowing down. If you are in B2B sales, you know exactly what I mean. The process looks something similar to this...

Here it goes...

- You send outreach emails, make cold calls or work referral sources
- You have a few days where you talk to 2 people and leave what feels like 100 voicemails (you go home feeling a bit frustrated)
- You finally get a few responses and appointments booked (feeling better)
- You go on the appointments
- You disqualify certain deals or walk away not sure if you just wasted your time on a deal that will never progress
- You work on developing a proposal
- You go back with the client to present the proposal
- You spend time following up, following up some more, and more, and more, and more...
- You hopefully get the deal closed
- You work on processing the sale to pass along to the internal team

This might not be exactly what your sales process looks like, but it's probably something similar. The problem as you start to progress down each step of the sales cycle is that you start to lose momentum.

Your focus starts to shift on closing deals instead of opening new opportunities.

Your time becomes extremely fragmented in each step for each prospect you are working on.

By the time you actually start to close new deals, you end up starting back over at step 1.

The major problem here is that your sales cycle might take several months with each new prospect. The other problem is that once you start to land a new account, they will start to take up more time to manage. Before you had spent that time prospecting, but now you are finding yourself spending more of that time either managing the account or having to resell the same client.

Inbound marketing could help speed up this sales cycle considering that prospects are looking to buy your type of product or service. However, if you don't have the time or money to properly run an inbound marketing campaign, you'll find yourself stuck.

Another point to consider is that your ideal customer might not be searching for your particular type of product or service. They know what their problem is, but don't know exactly what to search for to find the solution.

Playing in competitive industries can also make tapping into inbound lead generation very difficult and very costly.

I think you get my point...

The first step in filling up the top of your funnel is to develop a sequence of outreach emails to get your prospects to reply. Below is the series of emails that I send that yields a response rate of about 30% within any given 2 week period.

I follow Steli Efti's, founder of close.io, approach to following up with prospects. Take a moment to read the following article to learn about this proven email follow up structure - Read "[Cold Email Follow Up Plan](#)".

What I have below is simply an example of that structure. It's proven and it works!

Cold Email Follow Up Template

0 day delay, start sending Email 1 Tues, Wed. or Thurs. at 10:28am...

Email 1: Introduction

Subject: Time to connect

Message:

{{ subscriber.first_name }},

Hope you are doing well. I'm reaching out as a follow up to connecting with you on LinkedIn. I oversee COMPANY NAME digital marketing division specializing in helping local law firms here in Central PA to generate qualified leads from Google, Facebook, etc. I've been consulting with clients for 13+ years and am very passionate about partnering with firms that are motivated to grow.

I had a chance to check out the {{ subscriber.company }} website and analyze it against other competitors in the Central PA market. In doing so I found a few opportunities for {{ subscriber.company }} that I believe will help generate an increased volume of qualified leads and keep cost-per-lead to a minimum.

Do you have 15 minutes tomorrow to discuss briefly by phone?

Thanks {{ subscriber.first_name }}!

1 day delay from Email 1, start sending Email 2 any weekday at 4:03pm...

Email 2: Modified version of Email 1

Subject: Quick follow up about time to connect

Message:

{{ subscriber.first_name }},

Hope you are doing well. I'm following up on the email I sent a few days ago about setting up a time to discuss the opportunities I found for {{ subscriber.company }} after doing a competitive analysis with firms in the Central PA market that offer similar practice areas.

Do you have 15 minutes to connect by phone tomorrow?

Thanks {{ subscriber.first_name }}!

2 day delay from Email 2, start sending Email 3 Mon. - thurs.at 8:11am...

Email 3: Restate call-to-action from previous emails

Subject: Follow up on opportunity for {{ subscriber.company }}

Message:

{{ subscriber.first_name }},

Just following up again to see you have 15 minutes to connect by phone tomorrow to review some of the opportunities I found for {{ subscriber.company }}?

Thanks {{ subscriber.first_name }}!

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5 day delay from Email 3, start sending Email 4 Mon. - Thurs at 11:04am...

Email 4: The “Break-up” email

Subject: Last time following up

Message:

{{ subscriber.first_name }},

Hope all is well :) I haven't heard back from you about a time to review the opportunities I came up with for {{ subscriber.company }}. No worries. I know emails can get easily lost in the mix between cases and other work. Out of respect for your time, this will be my last time following up.

When you do have time, I'd love to share the results of the competitive analysis I did for {{ subscriber.company }} and some of the possible strategies that I believe will significantly lower your cost-per-lead.

Wishing you the best of luck! Hope to hear from you sometime in the near future.

Thanks {{ subscriber.first_name }}!

5 Day Delay then send to Law Firm “Campaign” inside Drip (i.e. articles, helpful resources, etc.)