

15 Powerful B2B Cold Email Templates to Generate Warm Leads



15 best [B2B cold email examples](#)



Provided by [LeadRebel](#)

1. Ask a relevant question

Hi [First Name],

Want to see how you can instantly [benefit of your product]?

I know you're busy working to [result that your product/service helps with], so I'll make this quick.

I'm the lead [role at your company], and I've got a few suggestions to help you immediately generate some quick wins with [area your lead is working on]. Here they are:

- [Tip 1]
- [Tip 2]

You might not have the time to do this though, and that's where [your company] can help. Would you like a quick 15-minute session during the next week so I can walk you through the tips and discuss this further?

Regards,
{XYZ}

2. Get down to the benefits

Hello {first name},

My name is {your name}, and I am a co-founder of the startup {company}. I attended a recent seminar where you talked about time-saving software. Would you mind checking our new software? It saves about 10 hours each week for our clients after they added it to their tech stacks.

Let me know if we can schedule a quick 10-minute call to talk about it in detail.

{your name}

3. Ask for an introduction

Hi {name}

My name is {XYZ } from {company}. I wanted to reach out to {the person you want to connect with} from {person's business}. I know you are connected with their business, and I am very thankful you can help me with a request. Would you mind me asking you to introduce me to them to discuss ways our software can specifically help their business?

I appreciate the help.

Best,
{XYZ }

4. Use a little useful flattery

Hi [First Name],

I saw your content on [platform]. I loved it so much I shared it with my [team, boss, friend]. You guys are doing great things. I like how you [specific compliment on something lead or lead's company published or did]. And I know you're busy, so I'll make this quick: We've spent over 2 hours creating a personalized demo for [company] on how to [achieve result]. I would love for you to have a look and let us know if you find it useful at all?

Best of luck,

{XYZ }

5. Target the website visitors

Hi [First Name],

You recently visited [your website] and [took this action].

If you're interested in [content topic/product page visited] then I can recommend the following additional resources:

- [additional resource 1]
- [additional resource 2]

Our company also offers [product/service] which could help you [achieve this specific result].

Let us know if you are available any day next week for a free consultation or demo.

Thanks!

Best regards,

{XYZ }

6. Use some testimonials

Hi {name},

My name is {XYZ } from {company}. If you are like most {lead roles}, you know how difficult to grapple with {pain points your company solves}.

Get rid of the stress with our {product or service you offer}.

Here is what our clients say about us:

{customer testimonial}

Do you want to experience the same benefit for your business? Click here to book a demo or schedule a meeting.

Good Day,

{XYZ }

7. Show concern

Hi {name},

My name is {abc} from {company}, and we can help with any bottleneck or issue you might be having with Google's latest algorithmic updates. Working around these issues can be time-consuming, so we have developed a way that lets you fix your troubles without much expense.

If you have 15-20 minutes of your time, we will gladly fix your problem, preferably next week.

Send us a message ASAP.

Best Wishes,

{abc}

8. Responding to a kind gesture

Hi {name},

My name is {XYZ} from {company}.

I enjoyed your post on our site and found it useful. It gave me some practical ideas to use in our business. Let me return the favor by giving you something useful for your business, too.

Check this article {link here} out.

I hope you will find it useful, too.

Thanks.

Regards,
{XYZ}

9. The competitor comparison

Hi [First Name],

So I was browsing your website and saw that you are using [competitor's product]. How is it working out for you? I work for [your company].

Our [product] is similar to [your competitor's product], only our customers' report we're better with [key USP and differentiators]. Which might work better for [lead's company].

I would love to hop on a quick call with you and see if we could make [lead's] company] better.

How does [date and time] work for you?

Regards,
{abc}

10. Ask if they are still interested

Hi {name},

Hope all is well with you. I write to check how things are going with your campaign, {name of the campaign}. We were close to forging a potential partnership a couple of months ago but were unable to formalize it. We would love to engage with you again and help with your {department} campaigns.

If you have time to reconnect with us this week, do not hesitate to do so.

Regards,
{abc}

11. Email after you missed their call

Hi {name},

My name is {abc} from {company}. Sorry, I missed your phone this morning. I called you because {leave a short reason}. In my voice mail, I mentioned my intention to call you again at

{time} on {date}. Of course, you may reach me any time before then. My number is {phone number}.

Hope to talk to you soon.

Regards,

{abc}

12. Convincingly ask for the decision-makers

Hi {name},

My name is {XYZ} from {company}.

Quick question: Who is in charge of your marketing team's budget at {prospect's company}? We offer a marketing tool you may want to look into before the quarter ends. It may just be the best tool to help them achieve their target KPIs and save your business time and money.

I know you are busy, so for now, here are a couple of highlights from our tool:

- A user-friendly dashboard that measures results efficiently
- Increased store revenue with our text message coupons.

If you want to know more benefits NOW, click this link.

Regards,

{XYZ}

13. The ' Don't be pushy ' email

Hi [First Name],

I just found you through your [site/social media profile].

I see that you're climbing the ranks on Google, and deservedly so :). I'm an [expert/job role] at [xyz company] and realized you could reach page 1 faster by implementing these 2 tips:

- [Tip 1]
- [Tip 2]

There's a third tip, but I don't want to overwhelm you. If the first two help, do you want me to send you the third?

If not, I understand. No hard feelings :)

Regards

(ABC)

14. Mention some recent event/news

Hi {first name},

Just saw the news about the {event} you hosted.

When events like that take place in the industry, {value prop} becomes a concern or priority. I thought of asking you if you might be interested to know how we assisted {XYZ} in their own sponsored event. If you want to know more, feel free to give me a quick phone call.

Looking forward to hearing from you.

{your name}

15. Be very direct

Hey {first name},

My name is {XYZ} from {company}. I have a lead-generating idea that I can explain to you within 15 minutes. With our strategy, you can double the traffic to your site in less than a week. Last month, we helped our client {SaaS competitor} almost double their monthly acquisition rate.

If you are interested, you can ask for a free demo. We also offer a one-month free trial. Head on to our website {link here} to get started.

Best Regards,

{XYZ}