



Prospecting report

The [REDACTED] 9 [REDACTED] secrets [REDACTED] [REDACTED] of [REDACTED] successful [REDACTED] sales [REDACTED] [REDACTED] emails

The secret strategies to
supercharging your B2B
sales emails: all backed
by hard-hitting data.

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There's a reason our clients keep us a secret

Introduction

What's the best kept secret of all time?

No one knows!

But what we **do** know is that cold email outreach in B2B sales can be tough if you don't have the right expertise.

Imagine this: you're a B2B business, trying to break through the noise and catch the attention of your dream clients. But no matter how many emails you send, it feels like you're shouting into the void.

Well, we've got your back. In fact, we've got your back so much that we're sharing our biggest secrets to help you sell more with email. No gossip here - it's all based on hard data, so you can trust that what we're about to tell you is the real deal.

We didn't come by this knowledge lightly, either. We took a whopping **49.5 million emails**, sent over seven years, covering **15,015 campaigns**, on behalf of **2,257 clients**, across **82 top industries** - all to learn what truly makes a successful sales email. We dove deep into the nitty-gritty details of subject lines, personalisation, follow-ups and more.

And we didn't just stop at analysing the data.

We reached out to 359 B2B professionals to understand the challenges facing buyers and businesses in 2023.

We wanted to know what really makes them tick, what keeps them up at night, and what they're looking for when they open up their inbox.

So if you're ready to take your B2B sales emails to the next level, buckle up for the juicy details. We've got the secrets you need to know, and we're not holding anything back. Get ready to sell more with email!



Should you really be sending sales emails?

Let's get one thing straight. Inbound marketing might be the hottest gossip right now, but outbound sales channels are an essential part of every B2B business's mix.

And with advances in data and technology, email prospecting really is one of the most cost-effective, risk averse channels you can find.

Prospecting is a hello. And in the age of the customer, businesses need to say hello to their ideal customers wherever they are.

4 in 5 buyers

want to hear from suppliers during their research and evaluation phase

At the centre of it all, you can have a simple one-to-one approach. A direct message, a digital handshake, to say "Hey, I think we can help you, fancy a chat?"

While you're creating fab content and engaging social media posts to pull prospects in, email prospecting is a way to get directly into the inbox of the people you want to talk to.

Email prospecting interrupts potential clients less than a phone call, and positive responses come pre-qualified.

77% of B2B buyers

say they prefer to be contacted over email - more than double any other channel

Our survey said... ding ding ding! The majority of B2B buyers actually prefer to be contacted by email over any other channel.

Email was rated the most reliable channel for driving leads, and
72% of B2B professionals say
email prospecting delivers good to excellent ROI

Advances in data mean that you can get clever with your email prospecting. Modern campaigns can be targeted purely at qualified prospects who are a good fit for your business.

Clever personalisation connects with prospects on a personal level, even when sent at scale.

sopro

So yeah, you should be sending sales emails. Here's the secret sauce for doing it right...

Sending successful sales emails: The 9 secrets

There is one main secret to success in life:

Don't tell them everything you know!

Still, we're not talking in hushed tones about the 9 secrets of successful sales emails, because we know what works. And now you will too.

SECRET 01

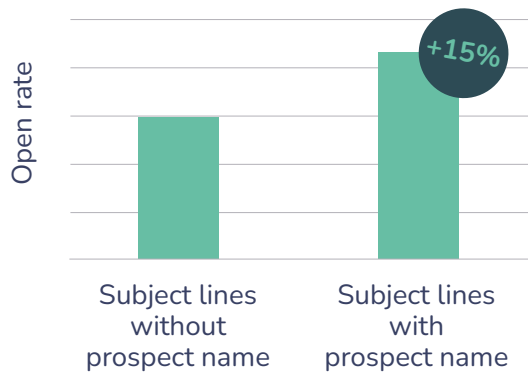
Using a prospect's name in the subject line increases open rates by almost 10%

Hey there Delilah, guess what... your prospect wants to know you're all about them. So include their first name in the subject line.

Don't just take our word for it. Looking at the data, simply adding your prospect's name can see your open rates shoot up. That's the first name only, mind. Using full names makes us feel like we're back at school, and in trouble with the teacher.

So use their name to up your open rate game.

Say their name to increase open rates



SECRET 02

Mentioning coffee and partnerships is the key to getting your emails opened

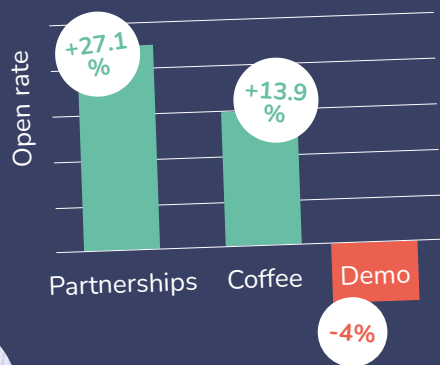
It's no secret that most people love coffee. They also love a partnership.

So, if you want to grab your prospect's attention, why not offer one or both in your subject line?

We found that mentioning coffee or partnerships brings the biggest open rates - with an increase of 27% above the average. Possibly because it's a nod to a casual collaboration, and not a hard sell.

We're yet to combine the two: *"Let's chat partnership over a coffee"* but it might be the secret to the perfect subject line.

Mentioning coffee and partnerships increases open rates



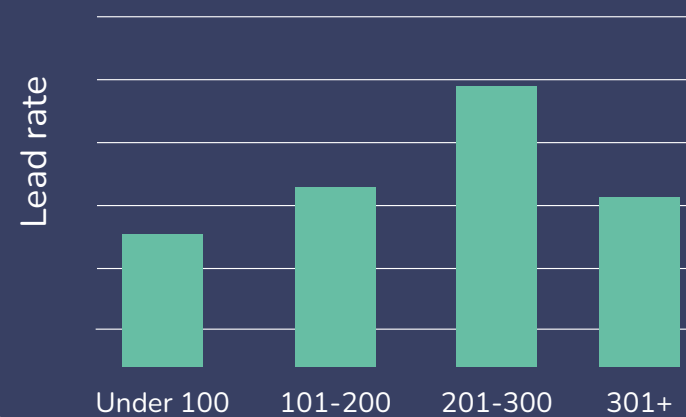
SECRET 03

Emails between 201-300 words get the most leads

Here's the long and short of it... the right word count is crucial to getting a positive reply to your emails. Make it too abrupt or too waffly and your lead rate suffers.

No one wants to read an essay, but your email has to say enough to get them interested. Between 201-300 words is the sweet spot, but go over 300 and that lead rate comes crashing down again.

The perfect length of sales emails



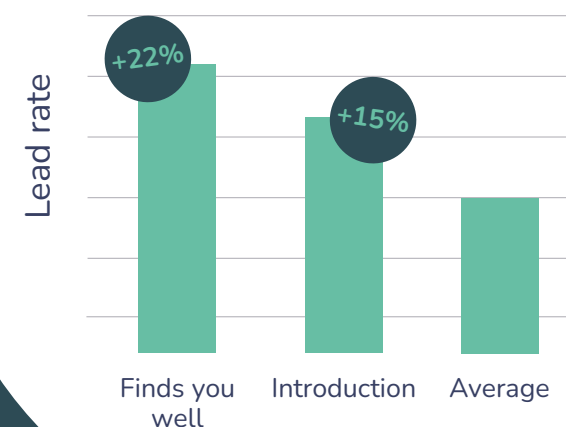
SECRET 05

Saying "finds you well" warms up your prospects

Despite becoming a massive "how the email found me" meme, saying "I hope this email finds you well" actually works pretty well! Our data shows this phrase had the most positive impact of any of our tested words and phrases.

The second best was a simple introduction. We guess it's not much of a secret... manners still count!

Top phrases in sales emails



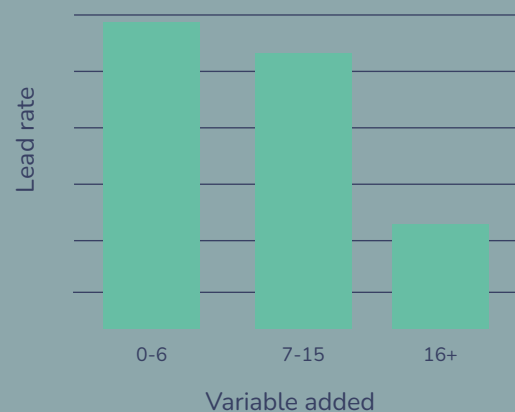
SECRET 04

Personalise your outreach - but not too much

Everyone's heard that personalisation's the word, and using a few different tailored entries (such as name, job role, company etc) can really help your message land.

But here's the scoop... while personalisation is vital, data shows too many personalisation points could actually kill your lead rate. From our experience, around three different variables is the sweet spot for making things feel personal, without overdoing it

Don't over personalise sales emails



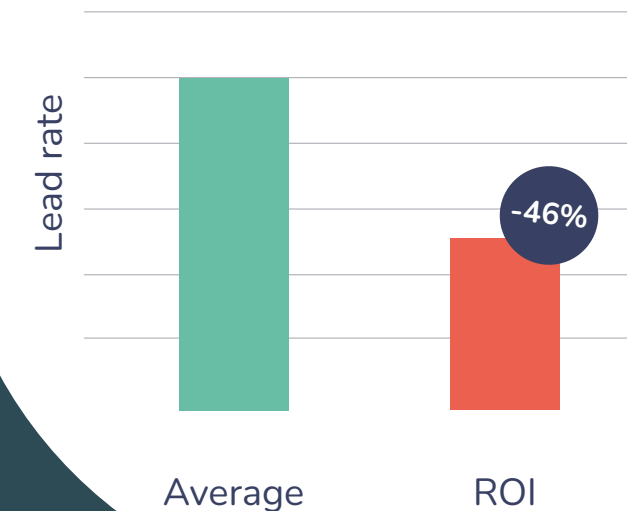
SECRET 06

Mentioning ROI kills lead rates

Mentioning ROI in an initial cold email is a huge no no, and it really damages lead rates.

Claiming you can drive ROI, before discussing [in person whether your businesses are a good fit, has a negative impact. It probably just feels too salesy.

Don't mention ROI in cold emails



SECRET 07

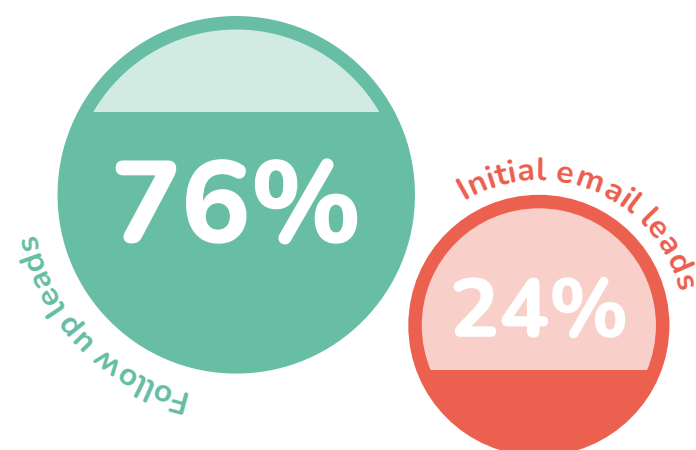
76% of leads come from follow up emails

“... and three chasers, please”.

Prospecting isn't just one-and-done. A good prospecting campaign involves a sequence of emails, sent at just the right time. Give the prospect time to breathe, but not so long that they forget. And then send a quick reminder. People are busy, and replying to a prospecting email can easily slip down the to-do list.

70% of people give up if their first outreach email goes unanswered. What a missed opportunity! In fact, 76% of prospecting leads come from follow up emails, not from the initial outreach.

Most email leads come from following up



Here's what we do at Sopro, and we know it works.

The Intro: Your initial outreach which should adhere to the timing, content and subject line rules discussed.

The Nudge: A polite reminder. Polite reminder with a simple follow-up message, reminding them of the benefits.

The Referral: Reaffirm why they should want to speak with you. Ask them for a referral to a more relevant person, in case that's the reason they've not replied.

The Break-up: Let them know you'd love to speak with them, but you don't want to become a pain so this is the last email you'll send. If they want to engage, this is their last chance.

SECRET 08

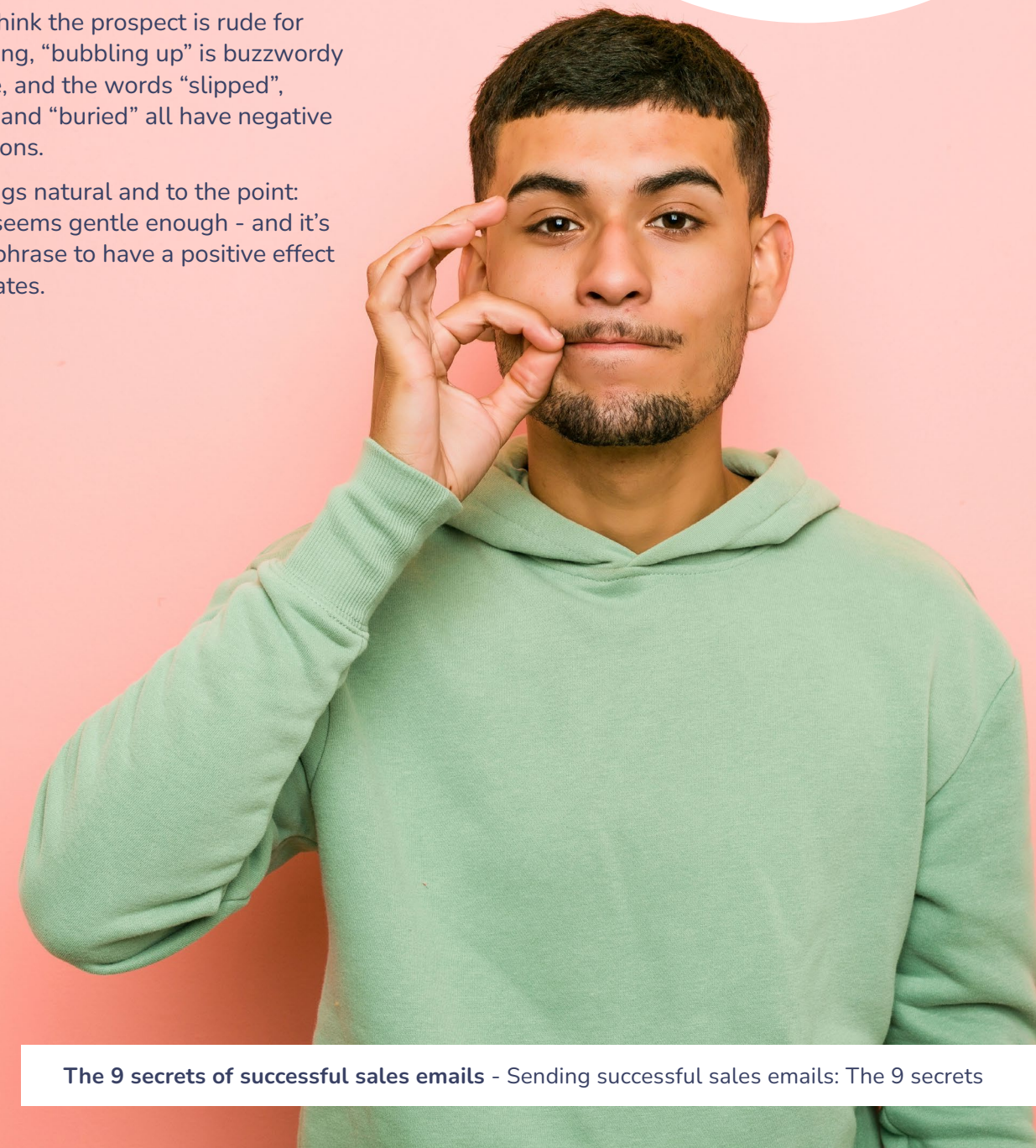
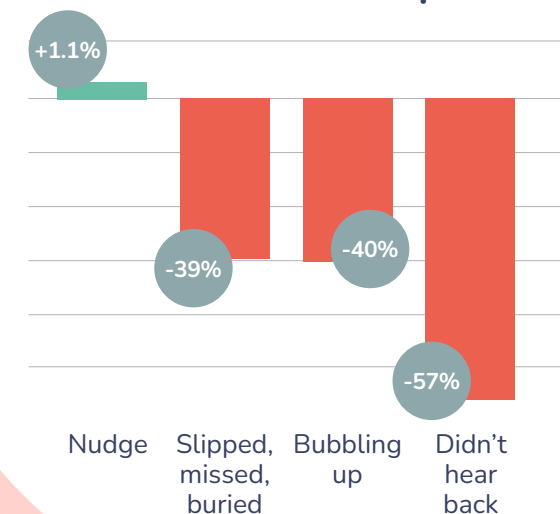
Semantics play a huge role in getting responses

Your follow up emails need their own language, separate from your initial message. You don't want your prospect to forget about you, so you need to send them a reminder... but it's a delicate balance and you need to do it in the least annoying way possible.

The impact of most phrases reflects this difficult balance - many have a negative effect. "I didn't hear back" makes it sound like you think the prospect is rude for not replying, "bubbling up" is buzzwordy nonsense, and the words "slipped", "missed" and "buried" all have negative connotations.

Keep things natural and to the point: "nudge" seems gentle enough - and it's the only phrase to have a positive effect on lead rates.

A polite nudge is the best follow up



SECRET 09

Don't rush your goodbye

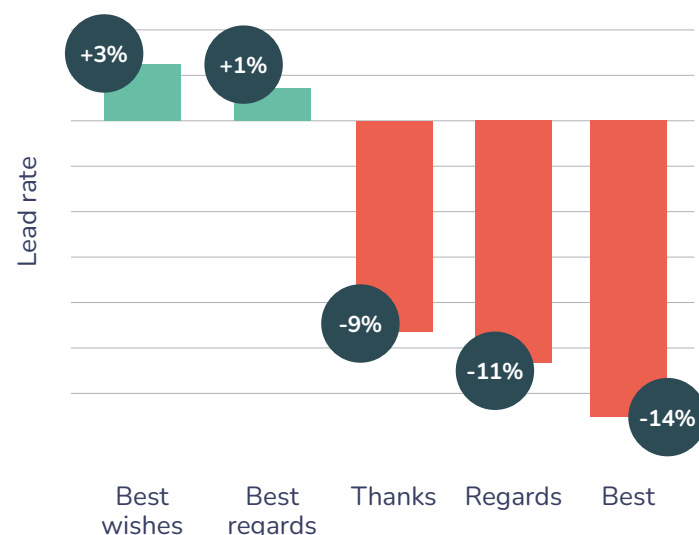
Signing off with "Best"... is kinda the worst.

We took 4,696 different email templates (which covered 38.5 million emails) to discover the words with the most positive and negative impact on your response rate.

And "Best" seems to bottom out on the list. Maybe it just feels too abrupt, because a simple "Regards" or "Thanks" also perform badly.

On the other end of the scale, ending an email with "Best wishes" or "Best regards" leads to more leads. It's a simple change, but maybe it feels more polite than a one-word goodbye.

Don't rush your sign off



Ssshhh-opro... there's a reason our clients keep us a secret...

Sopro began with two founders and one unique idea.



We're the best-kept secret in B2B sales engagement. And guess what... we're our own best case study.

We launched in Brighton, UK in 2015, and our first customer was ourselves. We developed, tested and refined our processes and tech in those early days. We used nothing but prospecting to grow our business for over four years. And despite 100% growth year on year, offices in Miami, Dubai, Skopje, and London, and a cabinet full of awards, we haven't stopped improving since those early days.

Sopro helps you sell more by starting new sales conversations with your perfect clients.

We source your ideal prospects, engage them with personalised emails (that come from your team), and connect them directly to you when they are ready to talk business.

Even now, 65% of our new business still comes from our own email prospecting campaigns. So trust us, it works.

Why Sopro



Set up in two weeks

Get a new source of leads in as little as two weeks, synced to your CRM.



600+ clients

Over 600 businesses currently trust Sopro to deliver a reliable sales pipeline.



Complete control and visibility

Sopro Portal gives you full visibility of prospects, templates, and real-time performance.



£19 CPL

With a cost per lead as low as £19, we deliver cost-effective new sales conversations.



15,000+ campaigns delivered

Your Sopro campaign benefits from our experience of over 15,000 previous campaigns.



3.2% average lead rate

Our historic lead rate across all industries is 3.2%, but some are as high as 7.8%.





Prospecting report

Want to learn more?

Speak to one of our outreach experts to get a live demo, tailored to your business.

Visit <https://sopro.io/> or call us on 02039883940

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