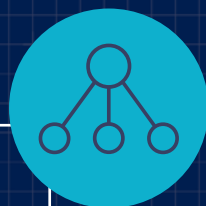


The blueprint for successful sales emails



We've analysed over **75 million emails** to find the secrets of the best sales emails. What do the top performers have in common? While the messaging should be tailored to your business and audience, these ten rules can act as a blueprint for any successful email.

1. Be natural and personal

Prospecting emails should, above all, sound natural. Informal, even. Imagine you are away from your desk, scrolling LinkedIn on your phone. You stumble upon the perfect prospect but only have 2% battery left. So, you fire off a quick hello. There's no time for fluffy marketing words. You drop the hard sell. Your message is personal and to the point. You simply write a short introduction and explain how you can help, ask for a call to discuss further, hit send, then search for a phone charger.

2. Avoid clickbait to drive opens

Years of online content might tempt you to use clickbait, humour, or mystery in your subject lines, but our survey of **370 B2B buyers** found these tactics see poor open rates. Instead, people like personalisation, offers and questions - and keep it short while you're at it. Between four and seven words is the sweet spot.

3. Keep it short and sweet

Imagine your prospect clicks on your email, and is faced with five long paragraphs. You're asking them to spend their busy time reading an essay from someone they don't know. Your content needs to engage, inform and persuade - in **150-200 words**. Use short paragraphs so that the details are easy to scan.

4. Offer a tailored solution

People want to know that you care about their business: a sales call should be a consultation, not a lecture. Demonstrate you can work together to understand their business and tailor your approach. Avoid implying you offer a one-size-fits-all solution. Our analysis shows highlighting **collaboration** and **partnerships** improves results.

5. Build trust and confidence

With **48.5% more messages sent in 2023**, people receive a lot of sales emails. You need to stand out from the crowd. But you also need to inspire confidence in that initial interaction. Build trust and highlight your authority: include things like accreditations, testimonials, or reviews.

6. Clarity is key

If you were to read your email to your gran, would she understand it? Avoid buzzwords or jargon. Are there any words that could be simpler?

You may think that long words make you sound clever, but overtly sesquipedalian linguistic tendencies won't be assimilated in a manner conducive to highly performant outreach campaigns.

9. Put yourself in their shoes

Always consider the value exchange from your prospects' point of view — what do they get out of this? Why should they respond to a cold approach?

They are investing time in reading a cold email, so keep it short and polite. You are asking for their time for a call, so clearly outline what they stand to gain by speaking with you.

10. One CTA... use it wisely

You need to schedule a meeting to really explore specific needs, pain points, and to sell your service. Ensure you have one explicit and specific CTA — don't confuse the recipient with multiple options.

Ask for a call to discuss the opportunity further. Don't bury the CTA in a wall of text, and if you're linking to an appointment scheduler, double-check the link works!

7. Focus on the opportunity

Your email represents a new opportunity for your prospects, and they should feel inspired by the possibilities.

Write a message laced with optimism. Words that inspire and evoke a hopeful future improve results, and action-oriented words highlight the potential for immediate impact.

8. Avoid aggressive tactics

You are a guest in the inbox, so be polite. Don't create a false sense of urgency or add unnecessary pressure. Pushy or aggressive tactics like this only lead to distrust.

Your aim is to secure a call so you can discuss the details of their business. Don't assume you know their pain points, promise you're the best fit for them, or guarantee results before booking a meeting.

Why Sopro

We launched in 2015 with a mission to revolutionise B2B outreach using world-class data, tech, and a team of experts. Initially focused on email, Sopro has evolved to offer a multi-channel, intent-based prospecting service, now serving over **600 companies** globally.

Now with over **300 employees**, Sopro starts meaningful sales conversations to help you sell more. We source your ideal prospects, engage them with personalised messages across multiple channels, and connect them directly to you when they are ready to talk business.



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Want to know if Sopro's multi-channel prospecting service can help your business sell more?

[Book your discovery call here](#)

