**[](https://www.smartsheet.com/try-it?trp=8597&utm_source=integrated+content&utm_campaign=/free-sales-plan-templates-excel-and-word&utm_medium=sales-cold-email-template)**

{Hi First Name,}

In working with other [insert industries, positions or target markets], I’ve found one of the most common issues they’re struggling with is [ insert issue to help solve].

We have helped numerous companies in the last year to [ insert specific business goals], resulting [savings, growth, increases in leads, productivity, etc].

If you’re challenged with this too, and interested in learning more, let’s get on a quick call to discuss. I hope this is good timing on my part, as I have a few solid ideas that I think can help.

Warm regards,   
{Your name, title, contact info, footer}

Business Value

**BODY**

**SUBJECT**

EMAIL TEMPLATE

COLD EMAIL