

INSTRUCTIONS: Make a copy of this document and customize it wherever you see words or phrases in brackets. Do NOT request edit access.

*Use and customize these templates for your own personal and sales email outreaches.
This file includes 15 templates to fit your business needs.*

Business Introduction Email Templates

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1. Cold Challenge or Solution-first Introduction to Sales Lead

Subject: Helping [Company] [Solve/scale/fix/reduce/etc.] [Business Area]

Hello, [Lead first name]!

Hope all is well with you and [company name] in the [industry] world.

I noticed [something specific to the lead/company; for example, "You haven't posted a blog since 2021."] and wanted to see if this sounds like you:

[Introduce the lead's challenge; for example, "You want to provide quality content to generate leads but don't have the time or knowledge to develop it in-house."]

If it does, I have a great solution. [Introduce your solution/product/service offering; for example, "Outsource your content writing to a writing agency that specializes in your industry."].

I'd love to schedule a call to discuss how we can help with your [business area] goals. Check out my calendar, and pick a time that works best for you. [Insert calendar link]

Talk soon!

[Your name], [Title]

[Company]

[Phone number]

[Company website]

[Calendar link]

2. Response to Online Form Submission

Subject Line: Hello, [Lead first name]! Thanks for your inquiry.

Hello, [Lead first name]!

Thanks for your interest in our [product/service]. I look forward to helping craft a solution that meets your needs.

My name is [your name], [title] for [company]. To get started, I'd like to schedule a time to chat to learn more about you and your [solution] needs.

*Check out my calendar, and pick a time that works best for you. [Insert calendar link]
Talk soon!*

[Your name], [Title]

[Company]

[Phone number]

[Company website]

[Calendar link]

3. Reply to Referred Lead

Subject Line: [Referrer name] Sent Me

Hello, [referrer first name]!

Thanks for the introduction—I appreciate you championing my small business.

Hey, [lead name]! Great to meet you.

As mentioned by [referrer name], my name is [your name], and I'm [a/the] [job position] for [company]. I'd love to schedule a call to learn more about you and your [product/service] needs.

Check out my calendar, and pick a time that works best for you. [Insert calendar link]

Thank you,

[Your name], [Title]

[Company]

[Phone number]

[Company website]

[Calendar link]

4. Cold Introduction Referencing Recent Events

Subject Line: *[Lead name], Did You Hear About [Event/development]?*

Hi [Lead first name],

Hope all is well with you and [company] in the [industry] world. My name is [your name], [title] for [company].

I'm reaching out regarding [event/development name]. In case you haven't heard, [briefly summarize the event or development]. This, obviously, could [explain how it could affect the lead directly; for example, "add new compliance requirements for your business" or "lead to new innovative opportunities for your company"].

So, I wanted to introduce myself as someone who can [how your products/services can help the lead in relation to the event/development; for example, "help you navigate these new regulations"].

I'd love to schedule a call to learn more about you and explore how I can help. Check out my calendar, and pick a time that works best for you. [Insert calendar link]

Thanks and best regards,

[Your name], [Title]

[Company]

[Phone number]

[Company website]

[Calendar link]

5. Post-event Introduction to a Potential Lead

Subject Line: Great Meeting You at [Event name]

Hi [Lead first name],

It was a pleasure meeting you at the [event name] [time increment that's passed; for example, "last week"]. I particularly enjoyed the [something you like about the event; for example, "speaker who discussed the tax bracket changes" or the "networking aspect of the event"].

I wanted to continue our conversation about [subject of the previous conversation; for example, "your insurance needs"]. Like I said when we met, [something you indicated at the event regarding your selling proposition; for example, "we have appointments with all the major carriers which lets us get the best possible market value"]. I'd love to get on a call to discuss further.

Check out my calendar, and pick a time that works best for you. [Insert calendar link]

Talk soon,

[Your name], [Title]

[Company]

[Phone number]

[Company website]

[Calendar link]

6. Introduction to a Networking Group

Subject Line: Introduction to Members of [Organization Name]

Hi everyone,

Hope all of you are doing well. I wanted to briefly introduce myself as I've recently joined [organization name]. My name is [your name], and I'm [a/the] [title] for [company].

I'm excited to get the opportunity to [indicate your relationship with members; for example, "work with"/"network with"/"get to know"/"grow with"] all of you.

[Include a brief description of your past experience, former employment, or context as to why you joined the organization].

I'd love to have some one-on-one time with each of you to learn more about your work and how I can help you succeed.

Check out my calendar, and pick a time that works best for you. [Insert calendar link]

Thank you,

[Your name], [Title]

[Company]

[Phone number]

[Company website]

[Calendar link]

7. Request for Expertise

Subject Line: Requesting Expertise From [SME name]

Hello, [SME first name]!

My name is [your name], and I'm [a/the] [title] for [company]. I'm reaching out because [reason you're reaching out; for example, "I need cybersecurity insights for an article I'm writing" or "I've been struggling with closing sales"], and I see you've made a name for yourself in this field.

[Contextual paragraph describing your circumstances; for example, "The topic is specifically on the Zero Trust Model for network security. It will be published in Korich Magazine this fall."].

Do you have time for a brief call to discuss this further?

Thank you,

[Your name], [Title]

[Company]

[Phone number]

[Company website]

[Calendar link]

8. Post-event Email Introduction to Potential Partner

Subject Line: Pleasure Meeting You at [Event name]

Hello, [Potential partner's first name]!

It was a pleasure connecting with you at the [event name] [time increment that's past; for example, "last week"]. I particularly enjoyed the [something you like about the event; for example, "speaker who discussed the tax bracket changes" or "networking aspect of the event"].

I wanted to discuss potential partnership opportunities with you. [Describe why the partnership would be valuable; for example, "Since you're in the SEO business and I'm in the content writing business, we could be solid referral sources to help our clients boost their content marketing campaigns." Or "My managed-service provider has been looking to add a supplemental system automation service for our customers, but we'd need to subcontract it out to a specialist like you."]

I'd love to get on a call to discuss this further. Check out my calendar, and pick a time that works best for you. [Insert calendar link]

Thank you,

[Your name], [Title]

[Company]

[Phone number]

[Company website]

[Calendar link]

9. Cold Introduction to Newly Assigned Client

Subject Line: Introducing [Name of Point of Contact], Your New [Title]

Hello, [client name]

[Introduce circumstances; for example, “I wanted to inform you I will be leaving the firm next week to pursue a new opportunity.”]. I’d like to introduce you to your new [title], [name of new rep], who is CC’d here.

[New rep name] [briefly describe the experience; for example, “comes with three years of experience in marketing automation”] and will be an excellent resource. [He/She/They] will be your point of contact moving forward for all things [support services].

It’s been a pleasure working with you.

Thank you,

[Your name], [Title]

[Company]

[Phone number]

[Company website]

[Calendar link]

10. Introduction to New Point-of-contact

Subject Line: Introducing [Name of Point of Contact], Your New [Title]

Hello, [client name]

[Introduce circumstances; for example, “I wanted to inform you I will be leaving the firm next week to pursue a new opportunity.”] I’d like to introduce you to your new [title], [name of new rep], who is CC’d here.

[New rep name] [briefly describe the experience; for example, “comes with three years of experience in marketing automation”] and will be an excellent resource. [He/She/They] will be your point of contact moving forward for all things [support services].

It’s been a pleasure working with you.

Thank you,

[Your name], [Title]

[Company]

[Phone number]

[Company website]

[Calendar link]

11. New Product or Service Introduction

Subject: Introducing [New product or service name] to [Customer name]

Hello, [Customer first name]!

I'm reaching out about a new [product/service] that could benefit you. [Briefly describe new product or service; for example, "We are now offering payroll processing services in addition to our bookkeeping, tax preparation, and employment benefits management solutions."]

[Explain the value of the new product or service; for example, "This new solution will allow our clients to centralize all of their financial management activities to one provider."]

If you're interested in learning more, I'd love to get on a call to discuss this new [product/service] line. Check out my calendar, and pick a time that works best for you. [Insert calendar link]

Thank you,

[Your name], [Title]

[Company]

[Phone number]

[Company website]

[Calendar link]

12. Job Application Email Introduction

Subject: [Job/Position] Application

Dear [employer's name],

My name is [your name], and I greatly admire the work in [product/service] that [company] is doing. I am contacting you today because I saw your email address listed as the contact person for an open [job/position] posted online. I have attached my resume and a cover letter to this email, and I hope you will consider me for this role.

I have attached my [resume/CV/work samples] for review.

Thank you for your consideration.

Sincerely,

[Your name], [Title]

[Company]

[Phone number]

13. Email Inquiry for Open Position

Subject: [Job title] Position Inquiry

Dear [name of recipient],

I saw the [media] on the [website or publication] about your work with [topic of interest], and I want to congratulate you on your success as [job title] of [company/organization]. My name is [your name], and I'm interested in the open [job title] position listed on your website.

I'm reaching out to ask for more information regarding this position. [Add relevant questions] Would you be willing to jump on a quick call to discuss the role?

Thank you for your time.

Sincerely,

[Your name], [Title]

[Website]

[Phone number]

14. Email Introduction for First-time Applicants

Subject: [Your Name] – [Job Title], [Job Number]

Dear [Recipient's name],

I recently graduated from [school or university] with a [degree] and am interested in applying my education to [company/organization]. I'm confident that my skills are a good fit for the [job title] role.

My background and experience include [relevant internships and training]. In addition, I am eager to pursue continuing professional development to advance my career in [field of work].

I have attached my resume and cover letter for your perusal. Please feel free to contact me if you have any questions about my qualifications.

Thank you for your time, and I look forward to hearing from you.

Sincerely,

[Your name]

[Website]

[Phone number]

15. Referencing an Internal Contact in Email Introduction

Subject: [Your name] – [Job title], [Job number]

Dear [Recipient's name],

I was referred to this company for the position of [job title] by [name of referrer], who is currently a [job title] at [company]. [Name of referrer] accurately saw this position as a great representation of my potential, saying it [brief explanation of referrer's recommendation].

I believe I'm a good fit for this role because of [brief overview of your educational background and work experience]. To help you better understand my qualifications, I've attached my resume and cover letter to this email. Please feel free to contact me if you have any questions.

Thank you for your time, and I look forward to hearing from you.

Sincerely,

[Your name], [Title]

[Website]

[Phone number]