

# Hunting & Prospecting TUB Emails (Them, Us, Both)

Cold Email Templates that Work in the Real World



We've compiled cold outreach and objection handling emails used by ISRs from across the globe. These successful approaches highlight the best of the best. Use this resource as a guide and share any of your successes!

**VORSIGHT**

## **Classic TUB Emails:**

Hi PK,

Hope this note finds you and finds you well.

I just saw your recent interview in the Economic Times about your journey in corporate. Your story is truly inspirational to a lot of millennials like us. I got your reference from Vishal who informed me you will be responsible for your organisation's digital transformation journey. At [REDACTED] we help customers like you with infrastructure for this transformation. Vishal said you would love to hear our story on how we have helped customers from similar verticals as yours.

Can you please let me know an ideal time for a quick discussion?

Looking forward to hearing from you.

Warm regards,

Abijhan

Inside Sales Account Manager

Hello Ahmed,

I read an article where you were quoted as saying you are currently operating your refinery at full capacity for the next period after what you considered a “bad” year. Facing such a difficult situation must come with its own challenges.

Companies in the manufacturing industry are struggling to streamline their operations and supply chain because of the rapid shifting demand from CoVid19. As such, we are seeing slower time-to-market which is costing these companies a lot of money.

You are probably familiar with HPE, but you might not be familiar with our transformation to an everything-as-a-service model.

Can we find 30 minutes for a call with you during one of the following time slots?

Monday 10:00-12:30

Wednesday 13:00-16:30

Thursday 11:00-13:00

Best regards,

**Karim Abou Zahab**

Instructor – WW Sales Enablement

Hey Steve,

I was doing a little research on ExecVision this morning and came across your profile, also checked out several of your posts and tweets you shared - congrats on your latest award (AA-ISP) for the second year in a row! That is fantastic recognition for both you and your customers.

I also read through [this post](#) announcing your latest round of funding - which also announces the launch of Manager and Executive Dashboards, and walks through goals of accelerating product development and improving your customer's product experience.

With the integrations you [have here](#), I'm curious - how do you go about maintaining existing and building these new integrations today, to compete with companies like Gong and Chorus.ai? Copper (formerly Prosperworks) leveraged our Embedded solution and built 50+ native integrations in four months to power their marketplace - with just two of their engineers.

Helping to streamline integration roadmaps for companies like Ring Central, Air Call, and OneLogin is a big reason why we were able to raise [\\$37 million in Series B funding](#)- and our goal would be to scale your integration strategy as well. Do you have any availability tomorrow or later this week for a quick intro?

Talk soon,

Kendra Shutts

Strategic Business Development

Subject: SPIN's return to key markets

Hey Kathryn and Kyle,

Saw that you all are starting to open up again in markets across the country like San Diego and Austin. It's great to see things coming backline, even if it is somewhat cautiously.

We are seeing a lot of our partners start to peer around the corner on their Fall 2020 strategies. Companies like Turo, Airbnb and others are doubling down on digital engagement with their communities to be prepared for political uncertainty and opportunity at the local state and even federal levels. Moreover, GOTV efforts are really starting to ramp up as well with brands like PayPal, Fidelity, Walmart and others really leaning into their efforts.

I completely forgot to share this with you both, but we actually have a webinar in 20 minutes with PayPal, MTV and a few other brands talking about their GOTV efforts (sign up [here](#)). If you can't attend I'll forward along a recording.

If you have a moment to come up for air for 20 minutes in the next few weeks, it would be great to reconnect on what's on your radar this Fall.

Best,

John

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## Email Chain Examples:

From: Julie <julie. [REDACTED]@[REDACTED].com>  
Sent: Thursday, January 23, 2020 3:55 PM

Hi Haley,

We run a month behind so our audit cycle is just beginning and we are right in the thick of things. Would you have some time to chat in March to discuss? It would likely lead to more conducive discussions.

Let me know,

Julie

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From: Haley Gebhard <hgebhard@[REDACTED].com>  
Sent: Thursday, January 23, 2020 12:32 PM  
To: Julie <julie.xxxxxx@xxxxxxxxxx.com>  
Subject: Brent [REDACTED] - ela day 2 compliance

Hi Julie,

I have been pointed in your direction after some quick correspondence with both Shaun [REDACTED] and Brent [REDACTED] at James [REDACTED] & Sons, as they believe you would be heading up the IFRS16 project at Tundra Oil & Gas; since [REDACTED] is an operating subsidiary, I figured you would have completed the project by now and I was curious how you were able to finish and report.

I know you're as sick of this project as I am, but I'm reaching out since other companies have been running into a new, unexpected portion of the project regarding the maintenance of day 2 compliance as the lease cycle ends, changes, or grows. Others have had to manually update the data during this maintenance, as standard software and module add-ons were only built for the gathering portion of the project and don't automatically update.

I'm reaching out from [REDACTED] – we've been working alongside the Big 4 to help companies like Cummins, Cisco, and ATI to manage and track their large portfolio of leases across business units. I understand you've got something in place, and I wouldn't want to rip anything out, but I'd like to at least loop you in on some of the discussions we've been having that have helped prepare other execs for this new portion of the project.

Since everyone's schedules are pretty filled up from playing catch up after the holidays, I figured it would be easiest to find time over email; any idea what your schedule looks like either the 29<sup>th</sup> or 30<sup>th</sup>?

Thanks,

Haley

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From: Faye <faye.████████@████████.com>  
Sent: Wednesday, February 19, 2020 3:57 AM

Hello,

I am actually travelling next week, could we schedule something for the first week of March instead, please?

Faye  
*Executive Director | Human Resources*

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Hi Faye,

Just wanted to push this back up to the top of your inbox – any idea what the 25<sup>th</sup> or 26<sup>th</sup> would look like on your end for that quick connect over the phone?

Thanks,

Haley

Sent from my iPhone

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Sent: Wednesday, February 12, 2020 4:51 PM  
To: faye.████████@████████.com  
Subject: Referred to by Michelle ██████████ & Audrey ██████████ - talk soon?

Hi Faye,

Welcome to ██████████! I've heard you're relatively new to the company and getting settled in with overseeing employment brand initiatives. I had a quick chat with Audrey and a correspondence with Michelle, and they both agree that you're the person to talk to regarding Glassdoor and Indeed review monitoring – I figured I would send over a quick email so I don't catch you out of the blue.

I was reading through some of your Glassdoor reviews earlier today and noticed that most of them are very positive; this includes a much higher than average CEO-approval rating, which is terrific! Unfortunately, with the current war for talent, I've been hearing from other HR execs that turnover is increasing and prospective candidates are turning away due to company reviews they find online. Most execs have turned to internal surveys, software, or hiring employees to analyze reviews – subsequently, they have not seen the results they were hoping for.

I'm reaching out from ██████████ – we've been in the media monitoring space for years now, but some of our existing clients, like Prudential and Fisher Price, have turned to us for help in the employee satisfaction area as well. We've created a platform that turns your reviews from Glassdoor and Indeed into data, where our team of expert human analysts examine the long-form responses across 70 different

company culture insights. This deep dive into employee concerns is **combined with an analysis of competitor reviews in order to gain a recruiting edge.**

To be conscious of your new schedule, I'd love to coordinate for a brief phone call, where we can put together a demo to show you how your company culture compares to one of your major competitors! Any time later next week?

Talk soon,

Haley

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From: Alyssa <alyssa@[REDACTED].com>  
Sent: Wednesday, April 8, 2020 3:35 PM  
To: Vivian Burcescu <vburcescu@xxxxxx.io>  
Subject: Re: Caught your name in the Skimm

Hi Vivian,

Thank you so much for sending over the screenshot! I too am an avid reader of the Skimm so I was shocked to see my name in there this morning! I had submitted the campaign a few weeks ago but never heard anything so I figured they weren't going to use it - guess not!

I am currently putting together a training on cold calling for our SDRs but know I could leverage your/Steve's expertise. Would you have time for a call around 4:30 today for a few questions?

Thanks!

Alyssa

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On Wed, Apr 8, 2020 at 8:05 AM Vivian Burcescu <vburcescu@xxxxxx.io> wrote:

Hi Alyssa,

I was reading my morning Skimm this morning and came across what must be a reference to you along with xxxxxxx's #hearusout initiative. I've attached the screenshot to this email. I am a big fan of the Skimm and coming across your name makes me grateful to not only be safe, healthy, and employed during this crisis but also get to work with successful, inspiring women in sales.

Steve Richard and I spoke to Matt Melnick earlier this week about using ExecVision to leverage call recordings for remote coaching. Do you have time this Friday to hop on a call with Matt, Steve, and I? Steve and I will do our best to be flexible on timing.

Cheers,

Vivian

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From: Jason Bay <jason@[REDACTED].co>  
Sent: Saturday, May 2, 2020 11:35 AM  
To: Steve Richard <srichard@ExecVision.io>  
Subject: Cold call boot camps, 2020, summer virtual tour

Hey Steve,

Love what you guys are putting out with your cold call boot camps, had some thoughts:



You'd be an awesome speaker for the Think Outside the Script 2020 Summer Virtual Tour we're hosting.

30ish speakers will be participating and we're expecting 10,000+ sign ups. The content will focus primarily on prospecting and helping reps get their foot in the door.

Which looks aligned with your audience and what you're putting with your cold calling content.

[More info here in this slide deck.](#)

Interested in participating and chatting more about the details?

Jason Bay  
Chief Revenue Officer | XXXXXXXXXXXXXXX  
(XXX) XXX-XXXX

[#DailyProspectingTips on LinkedIn](#)

If you don't want to hear from me again, please [let me know](#).

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From: John Parrott <john@[REDACTED]me>  
Sent: Wednesday, October 9, 2019 10:15 PM  
To: Steve Richard <srichard@ExecVision.io>  
Subject: Namaste, Steve

Namaste Steve

I'm John from Relax Like A Boss, a site that helps people to deal with stress.

(My zen teacher says it's ok to send emails - just no attachments.)

Anyway, I recently 'found myself' on your page that mentioned meditation - <https://www.execvision.io/2019/07/24/beating-burnout/> - it was cosmic.

I actually just posted my ultimate guide to mindfulness symbols, which I thought would really compliment your page. Would you consider linking to it?

You can check it out here: <https://relaxlikeaboss.com/mindfulness-symbol/>

If you did link to it, I'd be happy to promote any of your blogs to my social media followers as a way of saying thank you.

What do you think?

Thanks,  
John Parrott

Co-Founder Of RelaxLikeABoss.com

Just [click here](#) if you don't want to hear from me again.

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**From:** Kim Nguyen <[REDACTED].com>

**Sent:** Tuesday, October 6, 2020 2:48 PM

**To:** Steve Richard <srichard@ExecVision.io>

**Subject:** Higher Education Program – You Were Nominated!

Hi Steve,

Reaching out as ExecVision was recently nominated by our partnered schools as a potentially good fit.

Are there areas in your company where additional input and ideas may be valuable but you don't have resources for?

[Riipen](#) offers a free program where you can get post-secondary students to help you with **marketing**, **research**, **software development**, or other **side-projects**.

If you'd like to learn more, you can book a call with me below. Let's chat soon as classes do fill up quickly.

[RESERVE MY STUDENT PROJECT](#)

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Hi Steve,

Thanks for the note. Happy to have a chat. Tomorrow after 10:30am CST and Friday after 9:00am are wide open for me.

Next week is tough. Feel free to send me a calendar invite if there is an opening for you during those times.

Thx

DG

From: Steve Richard <srichard@ExecVision.io>  
Sent: Wednesday, September 25, 2019 3:15 AM  
To: Darren xxxxx <xxxxxx@xxxxxxxxxxxx.com>  
Subject: Changes

Hi Darren,

I read about you in Keenan's book yesterday which prompted this note.

My understanding is that you ended up buying RingDNA or NewVoiceMedia. I think we also did a poor job in the sales process with you. This is my fault.

Sales leaders that implement these tools typically are ready for the next level: the ability to track consistency and accountability using call recordings for training and coaching.

A lot has changed with us as I'm sure a lot has changed with you. Would you be open to a brief call to get caught up?

If I can help you, more than happy to. If not, that's OK also. You'd be dealing with me directly.

You are not entering my cadence or any such thing. Please view this as an offer from one business person to another. No more VMs or emails from me after this.

Best,

Steve

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Hi Steve,

I am reaching out because I saw on LinkedIn that your mission and life's work is to help sales professionals become wildly successful. Impressive! I'd be glad if we could have a quick discussion about your sales strategies and how we can help you ramp up your sales initiative.

Selldever offers Sales Development services for startup companies to help generate leads and fill your sales pipeline. With trained and flexible SDR we have all the pros and almost none of the cons of an outsourced and an in-house development from cost-effectiveness to scalability. We make sure to get you your sales meeting you deserve with adapting and evolving sales methodology.

When are you available for a quick meeting to discuss our process and methodology as well as the saving you will enjoy if you work with us?

Talk soon,

Jonathan

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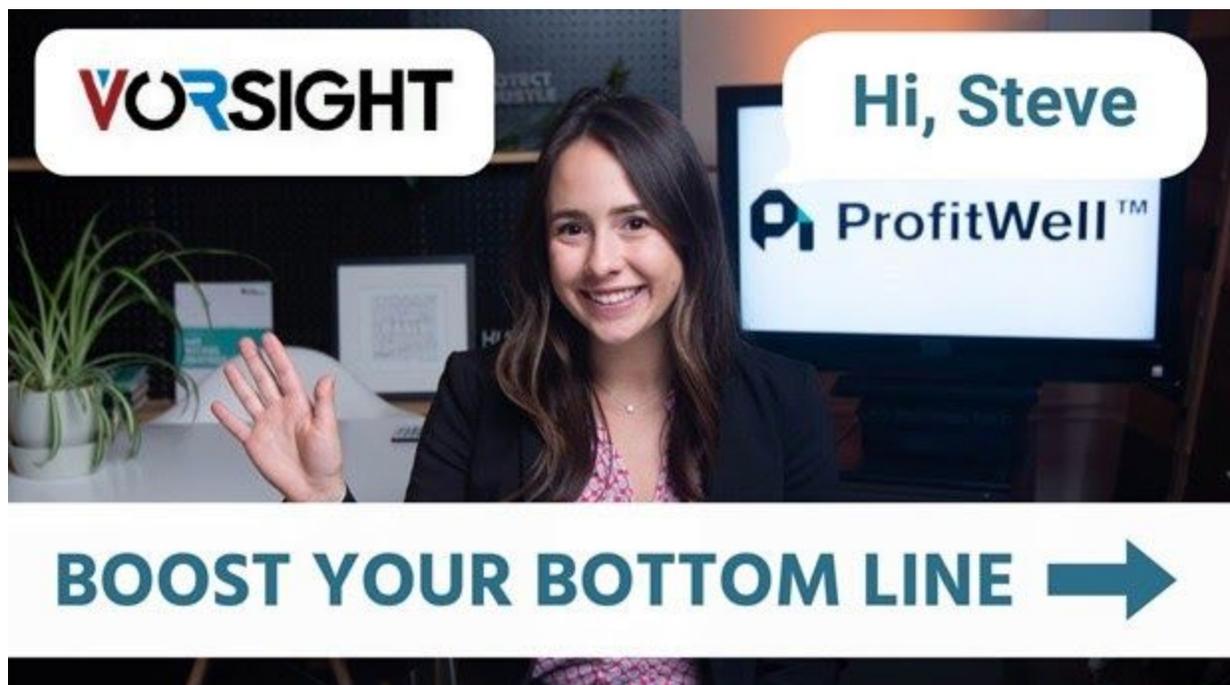
Hey Steve - noticed ExecVision isn't displaying price points on your website.

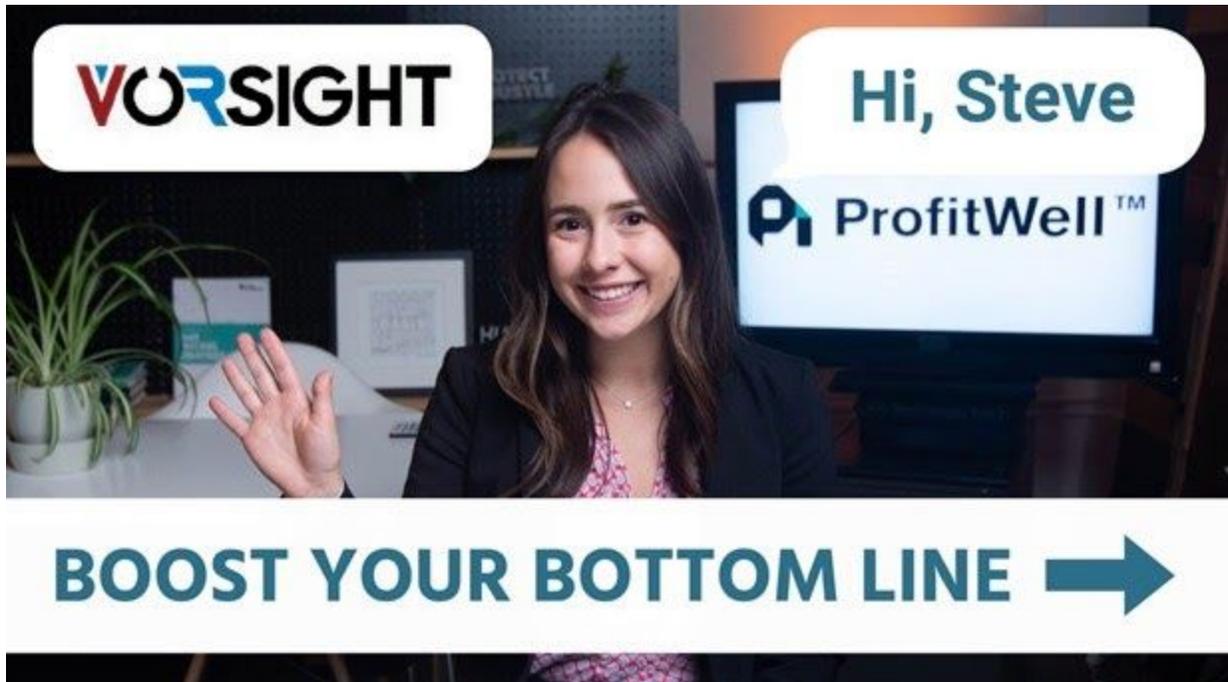
While that may be intentional, we have a mountain of data suggesting that not doing so leaves money on the table.

[I made this video](#) for you explaining how pricing transparency can increase your lead conversion 3x.

Alyssa

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**Unique Offer Emails:**

**From:** Katherine XXXXXX <[REDACTED].coml>  
**Sent:** Monday, November 11, 2019 9:55 AM  
**To:** Steve Richard <srichard@ExecVision.io>  
**Subject:** Steve, Red or White?

Hey there Steve,

I know I've sent you a few emails over the last couple of weeks, so I thought a bottle of wine might help put me in your good graces - red or white?

Do you have 30 mins next Thursday morning for a chat?

Please let me know what time works best for you and where to send the bottle!

Katherine XXXXXX

Tackle.io

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From: Daniel XXXXX <[REDACTED]@xxxxx.ai>  
Sent: Wednesday, October 23, 2019 8:52 AM

To: info <info@ExecVision.io>  
Subject: have you seen this?

Hi there

Hope this email finds you well.

I wanted to reach out to let you know that <https://www.execvision.io/resources/> has been included in Lolly's rankings of the Top 50 Top Sales Blogs in the USA. Awesome stuff right?

We loved reading your powerful post on the types of sales conversation, really insightful!

You can see the results at <https://lolly.co/lead-generation/top-50-sales-blogs-usa/> and if you want to share the news with your readers or followers then go for it!

Congrats, and keep up the good work!

Kind regards,

Daniel XXXXXXXXX

Founder - XXXXXXXX

Email: xxxxxxxxxxxx@xxxxx.xx

Tel: XXXXXXXXXXXXXXX

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----- Original message -----

From: Matt XXXXXXXXX <xxxxxxxxxx@xxxx.co>

Date: 10/29/19 5:12 AM (GMT-05:00)

To: Steve Richard <srichard@vorsight.com>

Subject: 15 minutes Nov 12th - 14th

Hi Steve!

I will be in your surrounding area doing taste testings of [Bevi](#), the smart and eco-friendly water machine, on **Nov 12th - 14th**. Totally FREE and without obligation. I was thinking about stopping by your office and wondering who the best person to speak with about Vorsight's healthy beverage options.

**What [Bevi](#) is:**

An eco-friendly beverage machine that dispenses healthy, customizable drinks for the office. It will save **you personally** time and effort in your daily routine while providing the business savings and a more eco friendly beverage solution.

We help you keep your people excited and hydrated and in a smarter, healthier way.

**The ask:**

I'd love to set up a tasting where we can get you, and a few of your colleagues in the company, to try out the flavors. Would there be a specific time **Nov 12th - 14th** that works best?



I look forward to hearing from you!

**Matt XXXXXXXX**

**Business Development Representative**

**Cell: XXX XXX-XXXX**

I'm a real person, not a robot, but If you wish for me to cease emailing you, click to [unsubscribe](#)

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## **Objection Handling - Example #1:**

From: xxxx, Max - <xxxx@xxxx.com>  
Sent: Thursday, April 2, 2020 11:25 AM  
To: xxxxxxx, Tammy <tammy\_xxxxx@xxx.com>  
Subject: Re: xxxxxx - Tuition Assistance Reconnect

Thanks for getting back to me Tammy and letting me know some good times!

We actually help with exactly that. From outsourcing your process entirely, to effectively analyzing the impacts on your ROI, engagement, and retention rates and streamlining paperwork. We have been in the education space for 200+ years and have attained key partnerships with universities for our clients to strategically select programs aligned with the organization's goals. Clients have found our Educational Benefits Platform to streamline the process for your employees from start to finish, while making it easier to track on your end as well.

Let's shoot for 3:30 PM CT on the 7th. I will update that invite and get that over to you in just a second.

All the best,

Max

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From: xxxxxxx, Tammy <tammy\_xxxxxxx@xxx.com>  
Sent: Thursday, April 2, 2020 10:10 AM

I could do 9:30 CT on the 7<sup>th</sup> or 3:30 CT on the 8<sup>th</sup>. Please do not invite Amanda; she is not involved in our tuition benefit.

What type of services are you selling? We are not necessarily looking for assistance per se, but we have interest in outsourcing our tuition policy and reimbursement processing/tracking.

Thank you,

Tammy

From: xxxx, Max - [mailto:xxxxxx@xxxxx.com]  
Sent: Thursday, April 2, 2020 8:06 AM  
To: xxxxxx, Amanda  
Cc: xxxxxxx, Tammy  
Subject: Re: xxxxxx - Tuition Assistance Reconnect

Hey Tammy and Amanda!

I am hoping all is well, especially with how crazy things are in your industry.

I do understand looking into Tuition Assistance Programs right now is definitely not a high priority and we are not looking to change anything you guys are currently doing. Our clients are coming to us now more

than ever, trying to cut costs down of their benefits and strategically position their workforce to bounce back strong. Obviously with a big chunk of the workforce going remote, the need to maintain engagement, while impacting retention, turnover, and ROI is a huge point of emphasis for the HR leaders we have been speaking with. We help our clients create key strategies and partnerships that are not only bringing costs down and align with organizational values, but also effectively tracking impact on ROI, engagement and turnover.

If you had 15-20 minutes at some point next week just to share what we are hearing from other benefits leaders in your industry, and across all verticals that would be much appreciated. Execs have found these conversations as a valuable way to benchmark your current process. Would the 7th or 8th at the same time be okay with you guys?

Thanks again and best of luck with everything!

Take care,

Max

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From: xxxxxx, Amanda <mandy\_xxxxxx@xxx.com>  
Sent: Thursday, March 19, 2020 5:27 PM  
To: xxxxx, Max - <xxxxxx@xxxx.com>  
Cc: xxxx, Tammy <tammy\_xxxxx@xxx.com>  
Subject: RE: xxxxx - Tuition Assistance Reconnect

I don't believe we will be making any changes to our Tuition Assistance programs but if we do we will make sure and reach back out to you.

Thank you

**Mandy xxxxx** | Benefits Consultant, Total Rewards, xxxxxxxx Group

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## **Objection Handling - Example #2:**

Hi Rich,

I was on another call. If we can move the call to 9:00, 9:30, 11:00 or 11:30 am US Eastern Time then I could meet. I am not able to meet in the afternoon tomorrow.

Please resend me the invite.

Best, Tom

From: Rich xxxxx <xxxxxxxx@xxxxxxxx.io>

Sent: Thursday, May 7, 2020 1:22 PM

Hi Tom –

Completely understandable, you're in firefighter mode right now. Tons of sales leaders are using this time to prepare for the future and that's the focus of our call.

Thoughts of reps in seat with compliant call recordings being used for call coaching and training purposes is nirvana to both of our teams. But to be transparent this is to first identify how xxxxxxx would look in your world by initially learning more about you and your role.

Are you fine with taking commerce off the table given we've spent a great deal of time preparing to have a tailored conversation with you?

Thanks in advance, Rich

-----Original Appointment-----

From: Tom xxxxxx <tstammberger@xxxxxxxxxxx.com>

Sent: Thursday, May 7, 2020 12:58 PM

To: Rich xxxxxx

Subject: Declined: Alon xxxxxx @ ExecVision & Tom xxxxxx @ xxxxxxxxxx

When: Friday, May 8, 2020 2:00 PM-2:30 PM (UTC-05:00) Eastern Time (US & Canada).

Hello

I met with the company owners and senior management and at this time we are not entertaining any new technology initiatives until the current situation stabilizes, we are back in the office to some degree, and we are able to bring back our furloughed employees.

I recommend that we reconnect in mid-September. We can setup a call for the week of Sep 21, preferably Thu 9/24 or Fri 9/25 in the morning.

Best,

**Tom xxxxxxxx**

Senior Director – Business Systems & Performance

**From:** XXXXXXX, JUSTIN <justinxxxx@xxx.com>  
**Sent:** Thursday, May 14, 2020 6:57 PM  
**To:** Steve Richard <srichard@ExecVision.io>  
**Cc:** XXXXXXX, Kristen <xxxxx@xxx.com>; XXXXX, Jillene <xxxxx@xxx.com>; XXXX, Austin <xxxxx@xxx.com>  
**Subject:** FW: Mail Merge Success

Steve,

A rep on my team took your training and absolutely RAN WITH IT!!!! On Friday he sent out an email campaign to customers that didn't respond to him and landed 5 meeting this week from it! Making this a best practice for my team tomorrow! You're the best for a reason!

Austin included the tag line you suggested:

"I re-read my previous email and realized the timing was not the best.

Would you be willing to give me another shot? As you probably have figured out my job is getting in touch with our customers. I understand you probably haven't heard from HPE in a while; I'd like to put some time on your calendar to update you on some of our new technology like InfoSight which is a predictive analytics software that is now on our server and storage product lines."

**From:** Flores, Austin  
**Sent:** Thursday, May 14, 2020 4:10 PM  
**To:** XXXXX, Austin <xxxxx@xxx.com>; XXXXX, Noah <xxxxx@xxx.com>; XXXXX, Connor <xxxxx@xxx.com>; XXXXX Gillian <xxxxx@xxx.com>; XXXXXXX, Julia <xxxxx@xxx.com>  
**Cc:** XXXXX, JUSTIN <xxxxx@xxx.com>  
**Subject:** Mail Merge Success

Hey team,

I have found a lot of success with mail merging on Fridays around 9am/10am est. They either reply all day Friday or later on into the next week. I got four meetings one today and one yesterday just from my Friday email, and two on the actual Friday I sent the email.

I combined the two campaigns Q2 server and the storage campaign (Apple TV/ Oculus Go, and Apple AirPods). This is a little time consuming but I believe it helped me get more meetings; I added 2-5 more contacts per company from Prospecting Hub. Since I already have emailed these contacts I sent this email:

Hi customer,

I re-read my previous email and realized the timing was not the best.

Would you be willing to give me another shot? As you probably have figured out my job is getting in touch with our customers. I understand you probably haven't heard from HPE in a while; I'd like to put

some time on your calendar to update you on some of our new technology like InfoSight which is a predictive analytics software that is now on our server and storage product lines.

I believe a 15 minute convo during the pandemic might be helpful for you and your team. Our goal is to help, especially right now.

We know working from home can be a new experience to say the least, so in exchange for your 15 minutes we want to gift you, your choice of an Apple TV, Apple AirPods, or an Oculus GO to make the working from home experience a little better.

I then updated the excel file (took out the contacts) with all the bounce back emails, the people who replied yes or no. I will be mail merging this list every Friday until this campaign ends at the end of the month. I will change up the wording to the above but keep it pretty consistent along the lines of take the meeting so we can hear about your Covid pain points, not selling anything so you can get a gift that will make quarantine less terrible.

Best,

**Austin XXXXX**

Business Development Representative

NA Commercial Inside Sales Covering New York

xxxxx@xxx.com

XXX-XXX-XXXX M

XXX-XXX-XXXX O