

VÆKST



WITH  
EXAMPLES,  
TOOLS AND  
ACTIONABLE  
TIPS



# COLD EMAILING

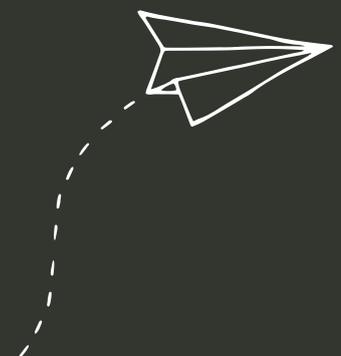
The ultimate guide to personalising and  
optimising your B2B emails

## Preface

Decision-makers receive tons of emails every day - many, almost all of them - trying to sell something. Writing a compelling cold email is no easy task because the landscape is fairly competitive. You don't want yours to be one of those emails that end up in the trash or spam folder in a matter of seconds.

The truth is that decision-makers want to receive relevant B2B offers. After all, they want solutions to improve their business. However, catching their attention require that you learn how to craft an email that they want to reply to.

Based on our experience at VAEKST, this is how you cut through the digital noise.



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Contacting prospects by email requires skill. You only have one chance to get their attention. But we know about some tricks that will help you increase your response rate.

And we have proven that they work.



# 13 TIPS FOR WRITING WINNING EMAILS

Doing sales without emails is like fighting a tiger with one arm. It's simply not a fair fight. Emails are an essential part of any business developers toolbox and, to succeed, excelling at writing them is key!

## 1 All emails are not created equally!

Emails without a dialogue, emails after a dialogue, follow-up emails, break up emails... Emails come in different shapes and sizes and they should be written accordingly!

## 2 Make your cold email conversational

Before clicking the send button, read the email you have written out loud and shorten any sentences that sound unnatural.

## 3 The focus should never be on you

If you want your prospects to engage in and enjoys the conversation, make sure the 80% of it is about them.

## 4 Whatever you want to say, keep it short

Most buyers have so little time that they read most of their emails on the phone. If you want to increase your chances of success, write emails that fit on their screen.

## 5 Use a simple and actionable CTA

Step 1. Ask question at the end of the email so it's easier to start a conversation.

Step 2. Make it easy for your prospects to talk and ask questions they can answer such as 'Do you think we should have a meeting to discuss it?'

Step 3. If you have not contacted the decision-maker, ask your to put you in touch with the right person.

**6 Avoid using 'spam words'**  
Scam words count, so a last check before sending the email is always a good idea. Offer', 'Discount' and 'Trial' are just a few of them.

**7 The rhythm of your conversation is key**  
If you want your potential customer to engage in the conversation, you must engage too. Respond to all emails as soon as possible so that they don't lose interest.

**8 Avoid tracking the open rate**  
If you choose to track the open rate of your emails, a white pixel will appear behind your signature which triggers spam filters.

**9 Use your email signature to sell**  
If there is one thing that all email recipients read, it's your email signature. Use it to showcase case studies, web content, white papers or any other resource that can spark the lead's interest.

**10 Do not include links in your first email**  
What you really want when you send a cold email is for your lead to click the reply button, not to click any other link and forget about your email.

With your first email you should aim at establishing a conversation, so it should not include links unless it is a CTA with a clear objective.

If you have to include a link anyway, make sure it is reliable (it starts with `http://`) so that it is not considered spam.

**11 No matter what, do not spam!**  
B2B sales requires a method, but that doesn't mean you can send the same generic email to all your prospects. Your B2B cold emails have to be customisable, and to do that you need to clearly know the persona in all your niches.

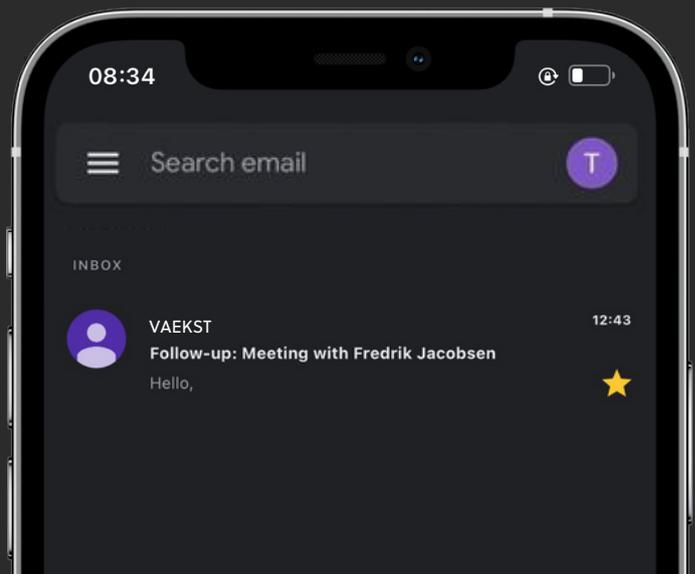
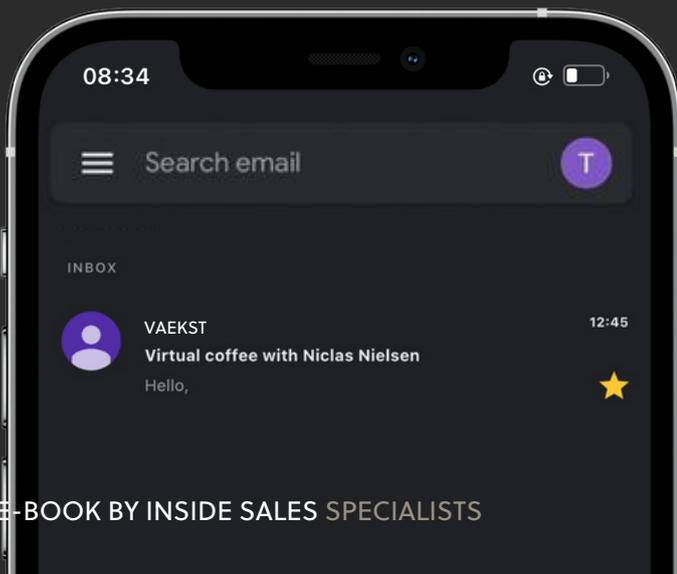
You have to be able to explain to your potential customer what their pain points are. Only then will they believe you can help them.

# 12 Don't sound salesy

Keep it simple and try to sound natural when sending B2B cold emails. When you are drafting it, pretend you are addressing an acquaintance. Don't be pushy! If you fake or too insistent, they will ignore your email.

# 13 When you write a follow-up email, be sure you are responding the previous thread of emails

SOME IDEAS FOR YOUR SUBJECT



# HOW TO STRUCTURE AN EMAIL

Good emails contain the following components

- ✔ Why are you reaching out to them? → Homework + assumption
- ✔ What problem are you solving and how? → Pain + Painkiller
- ✔ Who have you done it for + Why only you can do it? → Social proof + Secret sauce
- ✔ What is their Call To Action? → CTA

# RULES FOR WRITING EFFECTIVE EMAILS

- 1 CLARITY**  
Be clear about the reason you are reaching out.
- 2 COMPELLING**  
Make your case compelling and concise.
- 3 CLASSR**  
We'll talk about 'CLASSR' below.
- 4 PERSONAL**  
Make your interaction unique and your prospect feel personally approached.
- 5 SIMPLE**  
Write an understandable message.
- 6 UNEXPECTEDNESS**  
Unexpectedness will make the audience keep reading.
- 7 PATHOS, LOGOS AND ETHOS**  
All good arguments involve all three.  We'll go into more detail later.
- 8 STORYTELLING**  
Build a clear narrative with your message.
- 9 CALL TO ACTION**  
Get them to give you an answer by saying you'll call otherwise.

# CLASSR

CLASSR is an acronym for commitment, liking, authority, scarcity, social proof and reciprocity, which are five persuasion techniques. Consider adding a sentence for each of them.

## COMMITMENT

People love appearing consistent with what they say and do. To show commitment, you can either refer to something they've done or said earlier relating to your task or ask them for a small commitment.

### **SOME EXAMPLES:**

"As requested, here is some information" or "I saw on X that you are looking to Y".

## LIKING

People prefer to do business with people they like (typically, people who remind them of themselves). Be humble and see if you can connect with them over something or establish references.

### **SOME EXAMPLES:**

"We've worked with X, who I guess you know" or "I am just reaching out to see if it fits in your calendar".

## AUTHORITY

People respond well to authorities. This can be done, for example, by providing references they deem credible, providing some expert or customer reviews or showing dominance and competence in the closing phase.

### **SOME EXAMPLES:**

"We've worked with X" or "Experts say that we...".

## SCARCITY

People value things that are scarce. Limited availability can provide such scarcity.

### **SOME EXAMPLES:**

"We're just opening up for new projects in the next month, then we're back to being operational" or "We are offering this until May due to COVID, so if you're keen let me know".

## SOCIAL PROOF

Provide references and mention people you have talked to before. For more detailed information, see [playbook on social proof](#).

### SOME EXAMPLES:

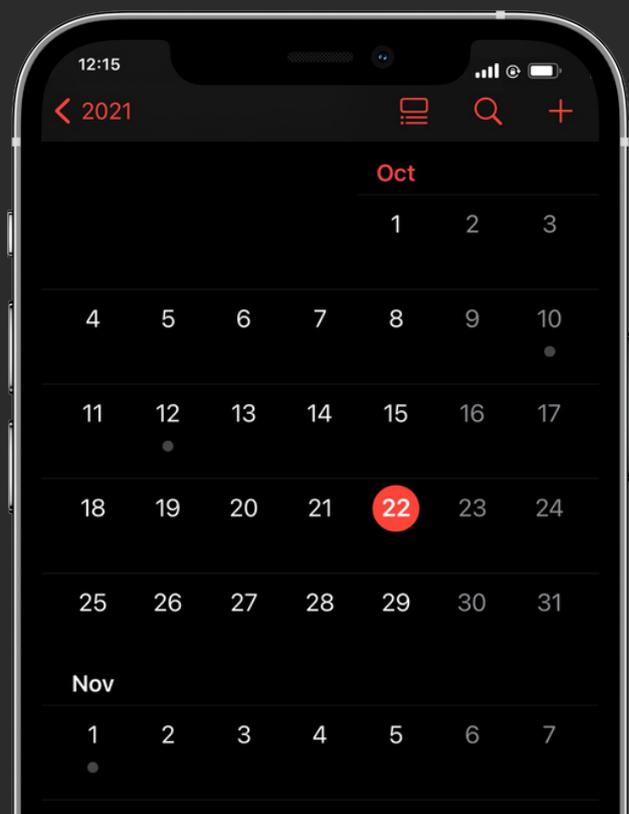
"We've worked with X".

## RECIPROCITY

If you do something for someone, they are likely to reciprocate the favour.

### SOME EXAMPLES:

"Hey just wanted to know if makes sense. I can give you access to X if you feel like it" or " I've sent you a free sample".



# YOUR CHECKLIST

Before you start writing your next email, go through the list of things you should have ready to display in your message.

- Homework
- Assumption
- Pain
- Painkiller
- Social Proof
- Secret sauce
- CTA



Use simple Call To Actions and, preferably, only one. You should use a maximum of two CTAs per email: one to get a referral and/or one that can be responded to with a Yes or a No.

# THE THREE MODELS OF PERSUASION

Ethos, Pathos and Logos are the three sources of information for a good persuasive speech. These are not our words, but the words of Aristotle.

## ETHOS

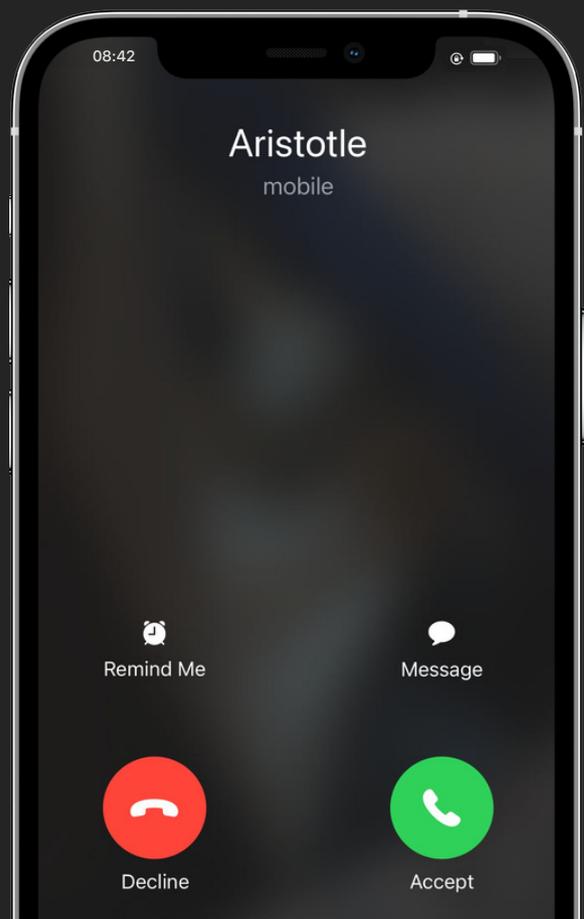
Credibility, authority, and reliability. Establish a personal connection and get the audience to trust you.

## PATHOS

Emotion, imagination, and sympathy. Trigger an emotion in the audience through your pitch.

## LOGOS

Logic, reason, and rationality. Deliver pieces of evidence that make your audience think.



# CADENCE

**1** Write an email template for emails without contact and emails with contact.

**2** Write an email template for follow up emails.

 The goose that lays the golden egg!

# EXAMPLE 1 - TECH

Hi [Name of the prospect],

Credibility,  
reliability and  
social proof

I am John from [Company] and I was just reaching out on behalf of my account executive, [Name], as we have seen an increasing demand for business intelligence lately.

Authority and  
commitment

We are helping companies like [References] to [Core capabilities] with our [USP] software. With the increased pressure around having the right data foundation for decision-making, we have created [Company] to help companies [Achieve result within a time frame].

Ethos, Pathos  
and Logos

Reciprocity

Do you have time for a virtual cup of coffee with [account executive's name] on any of the following dates, where she can show you a quick demo of our software and show how we helped companies within the industry to become more data driven?

Liking

I can propose 30 minutes for a virtual cup of coffee on these dates:

- Monday 6th of December, flexible after lunch
- Tuesday 7th of December, flexible after lunch
- Wednesday 8th of December, flexible

Scarcity and  
simplicity

Just get back to me with the date that suits you the best and I will send you an invitation.

CTA

Wish you a great day,

[Name and signature]

# EXAMPLE 2 - AGENCY

Hi [Name of the prospect],

Personalisation



Pain



I just came across a study from the Danish Business Review that shows that 8/10 of company purchases are made online. Is this digital experience something you are starting to look into?

Credibility,  
reliability and  
authority



My name is John and I am contacting you on behalf of my CEO, [Name]. We came across your website and thought it might be interesting to have a chat about the digital customer journey. It seems to us that the B2B experience is getting closer and closer to that of the B2C experience and this customer journey is something we have helped [customer referral] with.

Authority



Painkiller



Do you think it would be interesting to talk about this over coffee?

Scarcity  
and liking



Best regards,

[Name and signature]

# QUESTIONS AND TASKS



## **FIRST**

Write an email and go through the checklist for writing tips (see page 11). Do you feel like all are present?



## **SECOND**

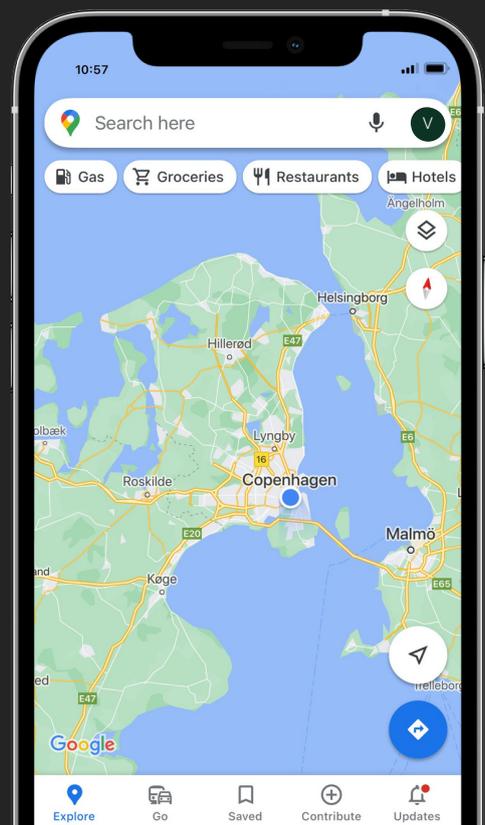
Have you covered CLASSR?



## **THIRD**

What about The Three Modes of Persuasion?

LESS TALKING.  
MORE LISTENING.



# GET IN TOUCH

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