

# THE 7 LAWS OF HIGHLY EFFECTIVE SALES EMAILS

We analyzed over 300,000 sales emails to uncover the hidden laws behind irresistible sales emails. They're all here. All 7 of them. Now you can start writing unignorable emails and book more meetings (and close more revenue).

## LAW #1

### DON'T USE ROI IN COLD EMAILS

ROI claims and cold outreach don't mix. That's because buyers need to understand the *why* behind your ROI claims before they *believe* them.

**Stat:** Using ROI language in cold emails decreases success rates by 15%.

#### Here's what to do instead:

1. Would achieving [OUTCOME] help your team deliver on its [INITIATIVE]?
2. Would you say this aligns with your top 2023 initiatives?
3. Are you interested in learning how [COMPETITOR 1] and [COMPETITOR 2] are achieving [OUTCOME]?

## LAW #2

### DON'T ASK FOR TIME IN COLD OUTREACH

The "Interest CTA" (asking for interest) is the highest performing call to action for cold emails. Instead of selling the meeting, sell the conversation.

**Stat:** Confirming your prospect is interested before asking to set a meeting is 2x more effective than regular outreach.

#### Here's what to do instead:

1. Interested in unpacking how we can help with [PAIN]?
2. How is [PAIN] preventing you from [BUSINESS OBJECTIVE] today?
3. Does it make sense to explore how we can achieve [POSITIVE OUTCOME]?

### LAW #3

## DO ASK FOR TIME FOR IN-PIPELINE OPPORTUNITIES

Once buyers enter your sales cycle, use the “Specific CTA” [asking for time] to remove friction and book a meeting. Your buyer will respond either: 1) Yes, that time works or 2) No, but this other time does.

**Stat:** Suggesting a specific date and time delivers 37% success rate for in-pipeline emails [versus 28% for other CTAs].

### Examples:

1. Are you available to discuss on [DAY/TIME]?
2. Let's cover everything you want to know about [X] on [DAY/TIME]. Does that work on your end?
3. How's your calendar look on [DAY/TIME] to meet?

### LAW #4

## DO SINGLE-THREAD EMAIL FOLLOW-UPS AFTER GROUP CALLS

It takes longer to get an answer when you ask a group. That's because they'll assume someone else is handling it. Same for email. Follow up individually with each meeting participant and highlight topics and next steps that are relevant to them.

**Stat:** Email response rates are highest at 2 recipients, then decline. Once the group is 3 participants or more, move to single-threaded emails for follow-up.

### Examples:

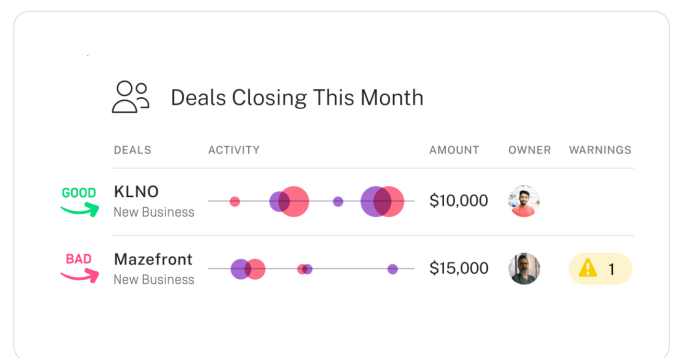
1. 1 new thread per participant
2. Subject line: include their name
3. Body: copy paste the body of the email and highlight parts that pertain specifically to them

### LAW #5

## DO USE EMAIL ENGAGEMENT TO FORECAST YOUR DEALS

The best indicator of whether your deal will close is email engagement. That's the number of emails exchanged between a sales rep and prospect over a given period of time.

**Stat:** Healthy deals see a 753% increase in email exchanges as they zero in on a signature versus closed-lost deals.



## LAW #6

### DO MAKE IT ABOUT THEM

Pronoun-heavy emails – think *you*, *your*, and *your team* – read as more personal. Even when they're automated.

**Stat:** Top reps use *you*, *your*, and *your team* 29% more often than their average and underperforming peers.

#### Examples:

1. Users ~~maximize their time~~ **You'll be more efficient** with this workflow.
2. Our clients ~~improve competitive win rates with these insights.~~ **You'll** improve competitive win rates with these insights.
3. Does this sound like a solution that could help ~~[COMPANYNAME]~~ **your team** right now?

## LAW #7

### DO USE THESE WORDS THAT SELL

These 5 words are part of your everyday vocabulary. But top performers say them way more often. Use them in calls, decks, and emails to prime prospects to buy from you.

**Stat:** We analyzed over 500,000 sales calls and uncovered which words and phrases top producers use to get ahead.

#### What it looks like:

[Steal the full list of Words That Sell.](#)

*(Spoiler: discount is NOT on the list)*



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