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Sales Leader Playbook

5 Tips That Will Improve Your Team's Cold Email Outreach

How Do You Hit Your Sales Goals in an Unpredictable Economic Climate?

While email outreach remains a critical first step, generating responses is more challenging than ever.

According to [research by Woodpecker](#), the average cold email response rate hovers at around 7%. In other words, there's a high probability that when a salesperson sends a cold email they're going to hear the deafening sound of crickets.

Despite the uphill battle, there are tactics your team can use to book successful discovery calls and close more deals. Here are five ways to increase your team's response rates and build pipeline faster.

7%

Average Cold Email Response Rate

What if you could increase your team's response rate with simple tactics?

1. Speak to Your Audience's Pain Points

When it comes to creating cold sales emails that resonate, you can never have too much information. Every data point, every anecdote and every nugget of insight your team can find matters. This information will help them structure their emails in a way that allows a lead to see how your solution fits within their company strategy.

There are several sources your team can use to gather information about prospects before reaching out:

Crunchbase's Predictions and Insights, built on best-in-class company data and powered by AI, help you understand whether a company is in a position to buy your product or service. You'll get an instant understanding of a private company's growth trajectory and understand its likelihood of securing funding in the near future.

Crunchbase hiring data about new leadership hires and hiring sprees is another indication that prospects are growing and may be looking to expand their tech stack.

Company blog posts, like this article about Crunchbase's Series D, are another effective way to glean information about company successes.

News coverage gives you up-to-date information about companies that raise money, make an acquisition, go public and more. For relevant news updates about prospects within your target market, take a look at Recent News and Activity on your Crunchbase homepage or visit Crunchbase News.

Press releases further clue you in on newsworthy company events.

Executive interviews, such as podcasts, may also give you information about company strategy or direction that you can leverage in your outreach.
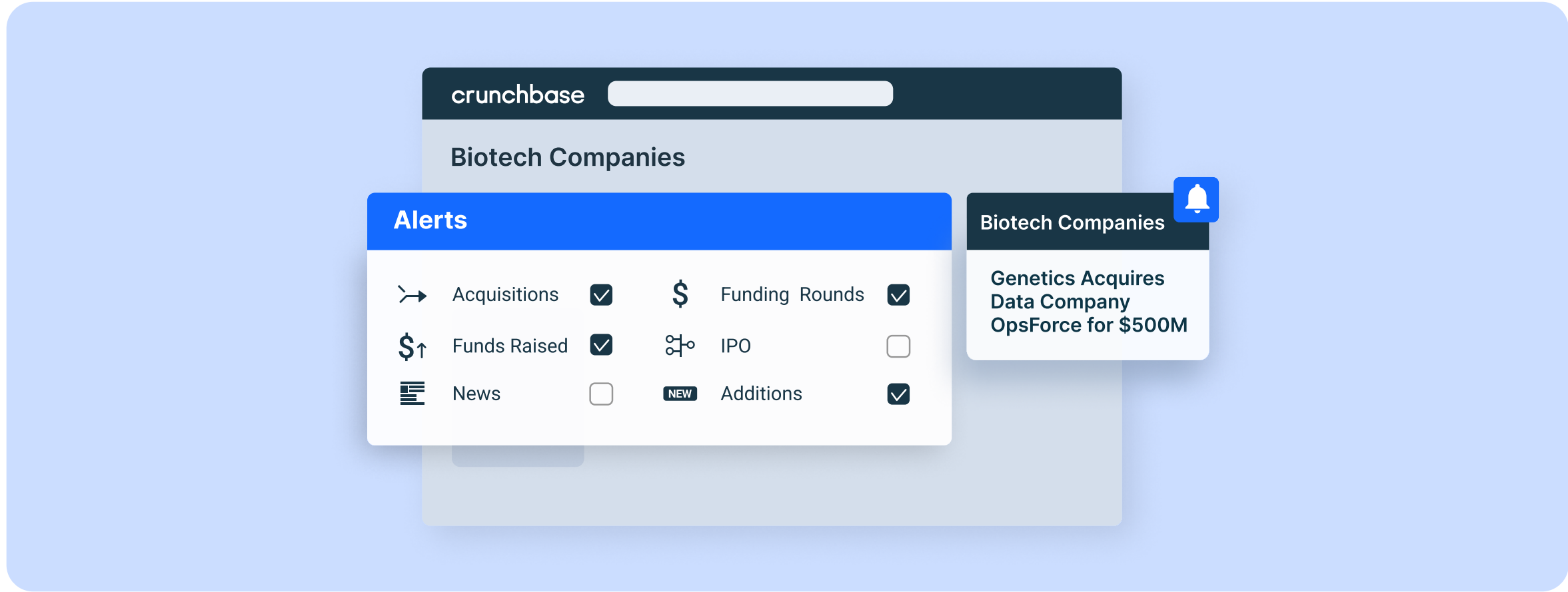
2. Early Outreach

One of the best ways to get your foot in the door with prospects? Reach out to them before your competition does. That means your team needs to stay on top of who's raising money so they can make contact as soon as they get word of a new funding round.

To monitor companies in real-time, your team can set up email alerts through Crunchbase so they get notified as soon as companies within their territories raise funding. These alerts, together with the contact data available on Crunchbase Business, enable them to reach out to newly funded prospects in just minutes.

Did you know?

You can keep tabs on the latest funding rounds by setting alerts through Crunchbase. That way, you get an email notification about newly funded companies in your territory so your team can contact them right away.

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Biotech Companies

Alerts

⤳ Acquisitions	☑	$ Funding Rounds	☑
$↑ Funds Raised	☑	⊶ IPO	☐
☰ News	☐	NEW Additions	☑

Biotech Companies

Genetics Acquires Data Company OpsForce for $500M

3. Personalized Sales Emails

According to Salesforce, 84% of buyers are more likely to buy from sales reps that understand their goals.

For that reason, your team should personalize their outreach emails so they align with the lead's goals, pain points or initiatives.

From the subject line to the closing remarks, your team should position your offering as a solution to a specific problem the lead wants to overcome or an objective they want to achieve. On top of that, your team should find opportunities to recognize your prospects' wins and congratulate them on their successes, whether it's a recent funding round, acquisition or leadership hire.

This shows that your company has done its research before conducting outreach and helps build trust among your leads.

Don't have the time to search for this data manually? Automate the process using custom email templates that leverage Crunchbase data. This way, you can send personalized emails to your prospects while still maintaining a quick workflow.

Did you know?

With Crunchbase Business, use intelligent email templates and snippets powered by Crunchbase data to send personalized outreach that cuts through the noise.

4. Measure and Optimize

In order for your team to create outreach emails that lead to meetings, they need to know what works and what doesn't.

Every email your team sends should be tracked and reported on. Any key learnings from this analysis should be shared with the entire team so they can fine-tune their outreach.

The metrics that should be monitored include:

Email opens – This number indicates how many leads opened an email. This metric will give your team an idea of whether the emails they send (and, in particular, their subject lines) resonate with recipients.

Click-through-rate (CTR) – Also known as click rate, this is the number of times a link was clicked within an email as a percentage of the total number of emails that were delivered. This gives you a high-level understanding of the engagement your email generated.

Click-to-open-rate (CTOR) – Unlike CTR, this is a ratio of the number of clicks to opens. This metric helps you understand whether the people who opened your emails found the content compelling enough to click.

Responses – This is the number of leads that responded to an email. For sales teams, this is an important metric to track because it indicates the effectiveness of their outreach.

Did you know?

Crunchbase Business integrates with email providers so you can send emails directly from within the Crunchbase platform.

Note:
Email management tools like Salesloft, Outreach and HubSpot have built-in analytics that track these metrics for easy reporting.

5. Leverage Investor Referrals

According to research by Nielsen, 92% of buyers trust referrals from people they know. By leveraging referrals in your outreach strategy, your team can build trust, start productive conversations and strengthen your connections with leads.

Referrals can come from anyone: a friend, a former colleague, or even other companies if you have a referral program. However, there's another source that isn't tapped into enough: your company's investors.

It's not uncommon to share an investor or two with a company you're looking to sell to — especially in the tech industry.

Investors want their portfolio companies to succeed, so they won't hesitate to make introductions if it helps drive growth. This is an opportunity for your team to connect with new prospects.

There are two ways an investor can help your team generate leads:

Indirect help from an investor happens when you reach out to a company in their portfolio and, because you share the same investor, you reference the name of the firm or venture partner to establish immediate rapport and credibility.

Direct, often the more effective of the two, is when an investor introduces you to one of their portfolio companies. While this method is more powerful, depending on your relationship with the investor, it can take longer.

Whether it's direct or indirect, your team needs to tap into the portfolios (and connections) of your company's investors.

Did you know?

You can find investors and information about their portfolio companies on Crunchbase.

The Anatomy of an Effective Sales Email
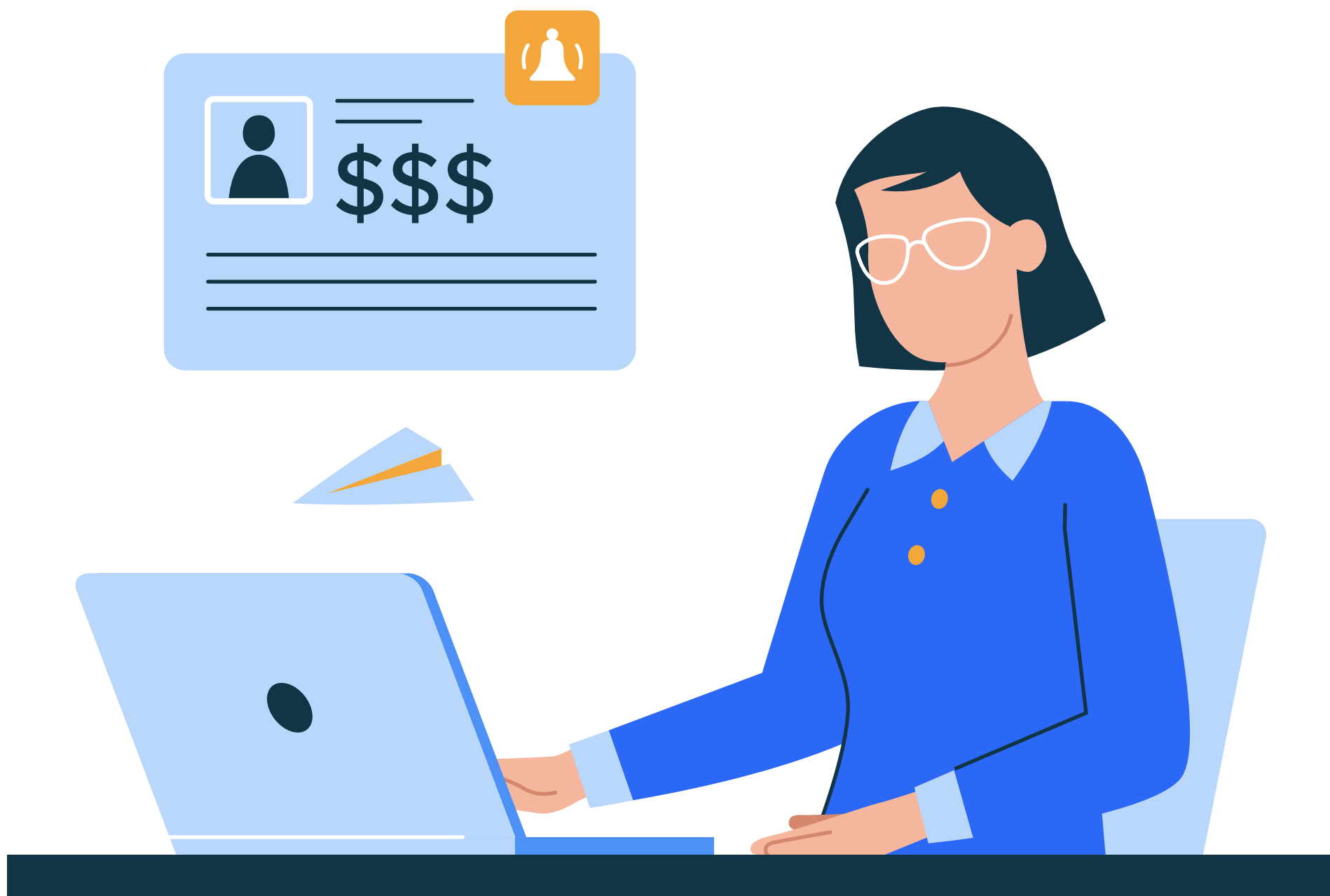
Now that we've talked about tactics, let's take a look at a couple of email examples and best practices.

Figure 1

Subject line leverages a mutual connection	**To:** Jane Nelson **From:** Candice Williamson **Subject:** Mutual Investor Suggested I Reach Out
Relevant to company goals	Hi Jane. Congratulations on raising a new round of funding! Our companies share the same lead investor (Janice Williams from Generation Investment Management), which is why I wanted to reach out.
Putting the ball in their court to respond	Janice recommended that I get in touch with you as we may be able to help Company X tackle one of its big areas of focus — health care. My company aggregates and ranks health insurance plans to help small businesses save money while still giving employees amazing coverage — maybe there's some sort of integration discussion we should have? Cheers, Candice

What makes this email effective?

- Aligns with the lead's goals and pain points
- Includes a personalized, congratulatory note using Crunchbase funding data
- Leverages an investor referral

Email best practices:

- Highlight your mutual connection in the subject line
- Explicitly call out the lead's goals
- Mention a recently accomplished milestone (new funding)
- Use a call to action (the question) that puts the ball in the lead's court to respond

Figure 2

Subject line is relevant to company needs

To: Jane Nelson
From: Candice Williamson
Subject: Growing Company X's Denver Team

Hi Jane. Congratulations on the new round of funding! It's exciting to see Company X continue to fulfill your mission of creating a world where work empowers a better life.

Relevant to company needs and goals

I notice that you're focused on building out your customer support team in Denver. My company, [Company Y], specializes in helping high-growth companies like Company X identify high-caliber talent, including customer support staff, to fill your headcount with the best available candidates in 90 days or fewer. Our customers, including [Competitor 1, 2, 3], have been able to fill open roles 35% faster with our solution.

Social proof

I'd like to schedule a 15-minute call to see if we can help you fill your open roles. What do you think?

Cheers,
Candice

Putting the ball in their court to respond

What makes this email effective?

- Aligns with the lead's goals and pain points
- Includes a personalized, congratulatory note using Crunchbase hiring data

Email best practices:

- Use the subject line to show your commitment to furthering your lead's goals
- Include stats to build credibility and show the lead how they can benefit from your product
- Use a call to action (the question) that puts the ball in the lead's court to respond

Final Thoughts

From gathering company data to leveraging investor referrals, every tactic in this playbook is designed to build emails that cut through the noise and stand out from competing outreach emails in your prospect's inbox.

Share these tactics with your team and encourage them to put them into practice every day.

Make smarter decisions, faster with Crunchbase
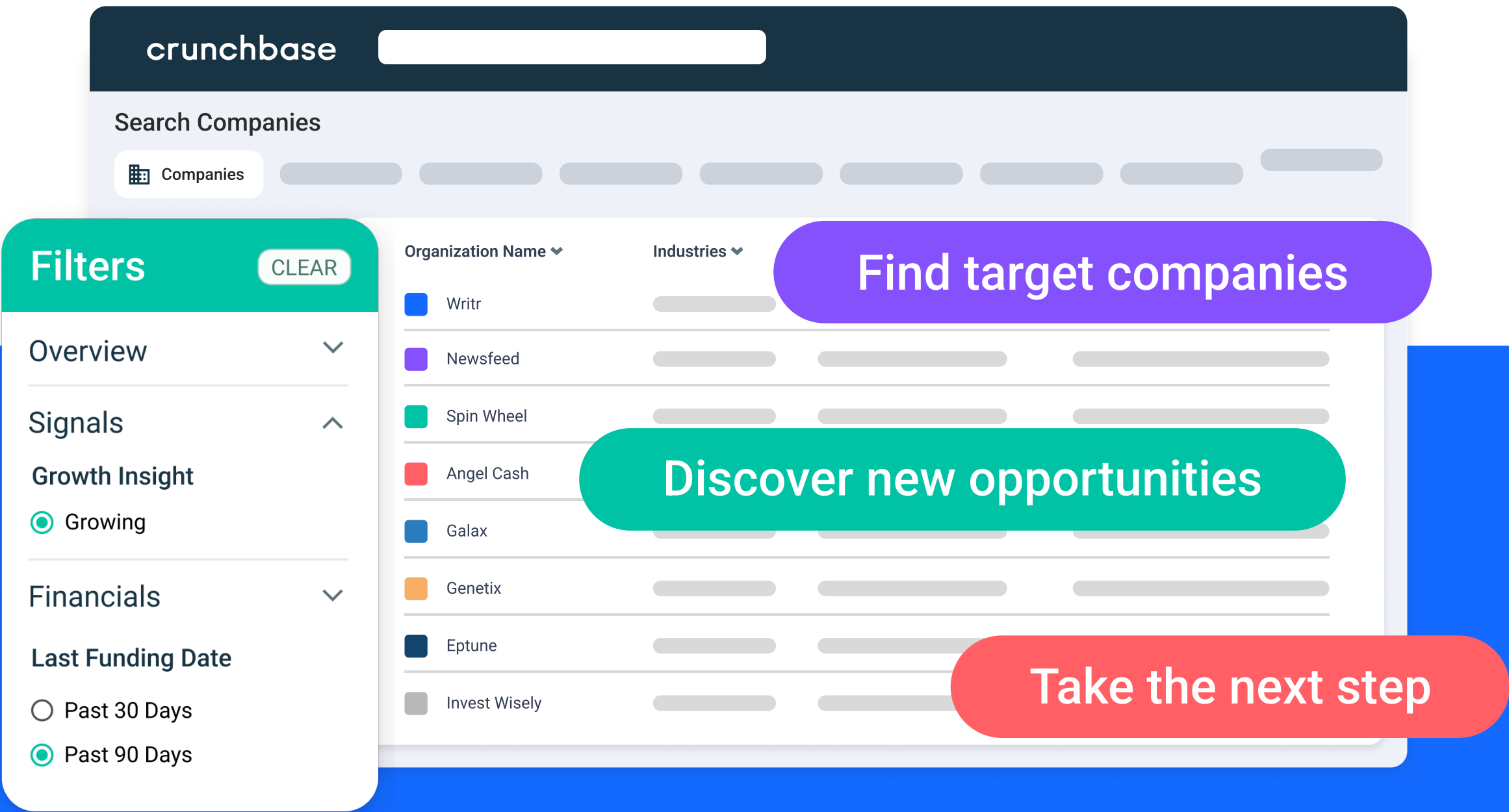
About Crunchbase

Crunchbase is an AI-powered private company intelligence platform that helps over 80 million dealmakers discover and prioritize the right opportunities using best-in-class company data. Companies all over the world rely on us to power their applications, making over a billion calls to our API each year.

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