

COLD EMAIL

21 B2B Cold Email Templates by Situation

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21 Cold Email Templates for B2B (by Situation, With When-to-Use Notes)

Short answer: The best B2B cold email template is the one that matches why you are writing today: a trigger (funding, a new hire, expansion), a referral, a competitor renewal, an event, a useful resource or a past conversation. Keep it under about 100 words, name one specific fact about the prospect, make one small ask, and include an opt-out line.

Key takeaways

- Pick the template by **situation**, not by industry: the reason you are writing today is what earns the reply.
- Every template here has an **evidence slot**. If you cannot fill it with a fact you checked, use a different template.
- Keep first emails **short** (roughly 50-100 words), with one ask that takes under a minute to answer.
- Templates do not fix weak lists or poor deliverability. Check SPF, DKIM and DMARC before you send anything.

Situation picker: which template fits your prospect?

What you know about the prospect	Use template	Evidence you must check first	Strength of the reason
They announced funding	1	Date and source of the announcement	Strong for 60-90 days
A new leader joined in the role you sell to	2	Start date on LinkedIn or a press release	Strong in the first 100 days
They are hiring for the problem you solve	3	Live job post and what it asks for	Strong while the post is open
New office, region or product line	4	Public announcement or new location page	Medium to strong
They added or dropped a tool you work with	5	Job posts, case studies or public tech data	Medium
They said something publicly that relates to you	6	The exact post, interview or talk	Strong if quoted accurately
You do not know who owns the problem	7	That the company fits your ICP	Medium
A real person suggested you reach out	8	Their permission to use their name	Very strong
You work with a company they know or compete with	9	Permission to name the client	Strong
Their contract with a competitor is near renewal	10	Approximate renewal timing	Strong at the right time
They use a category of tool with a known gap	11	That they use that category	Medium
You will both be at an event	12	Attendee list, app or their own post	Strong in the 2 weeks before
You both attended the same event or session	13	That they attended (not just registered)	Strong for about 1 week
They spoke at an event	14	What they actually said	Strong
You have a genuinely useful resource	15	That it fits their role	Medium, builds goodwill
You can spot 3 fixable issues from the outside	16	Each issue, checked twice	Strong but slow to write
No trigger, but a clear ICP fit	17 or 18	That the problem is common in their segment	Baseline
They were a lost deal 6+ months ago	19	Why they said no, from your CRM notes	Strong
They came inbound and went quiet	20	What they downloaded or asked about	Medium to strong
A past champion moved to a new company	21	Their new role and company	Very strong

1. New funding round (template: copy and adapt)

Subject: after the [Series B]

Hi [First name],

Saw the [Series B] news from [month] and that the plan is to [grow the sales team in the US / expand into Europe].

When [type of company] scale [that function] after a round, the first thing that usually breaks is [specific problem, e.g. "pipeline from outbound: new reps start with empty calendars"].

We help [type of company] with [one-line outcome]. Would it be useful if I sent over how we would approach [their stated goal] in the first 90 days?

[Your name]

[Company], [physical address]

Not the right person? Reply "no thanks" and I won't email again.

2. New leader in the seat (template: copy and adapt)

Subject: first 90 days at [Company]

Hi [First name],

Congrats on the move from [previous company] to [Company].

Most [job title]s I talk to spend their first quarter deciding what to keep and what to fix in [area, e.g. "how pipeline is generated"]. If [specific problem] is on your list, that is the part we handle for [type of company].

Not asking for a meeting yet. Would a one-page outline of how we would look at [area] at [Company] be useful while you settle in?

[Your name]

[Company], [physical address]

Reply "no thanks" and I'll close the loop.

3. Hiring for the problem you solve (template: copy and adapt)

Subject: your [job title] opening

Hi [First name],

Noticed you're hiring a [job title], and the post mentions "[short quote from the job description]".

While that seat is being filled, [the work] usually stops or lands on someone who already has a full job. We [what you do] for [type of company], so [outcome] keeps moving now, and the new hire starts with [something useful, e.g. "a working process instead of a blank page"].

Worth a short conversation, or is the plan already covered?

[Your name]

[Company], [physical address]

Not relevant? Just reply "no" and I won't follow up.

4. New market or new office (template: copy and adapt)

Subject: [Company] in [new market]

Hi [First name],

Read that [Company] is [opening in Dubai / launching in the UK] this year.

Teams entering [market] tend to hit the same two things early: [local issue 1, e.g. "buyers who expect a local contact"] and [local issue 2, e.g. "different email rules than at home"]. We [what you do] in [market] for [type of company].

If it helps, I can send a short list of what we'd check before your first [campaign / hire / launch] there. Want it?

[Your name]

[Company], [physical address]

Reply "no thanks" to stop hearing from me.

5. Tech stack change (template: copy and adapt)

Subject: [Tool] at [Company]

Hi [First name],

Saw from [where, e.g. "your recent job post"] that the team is now on [Tool].

When teams move to [Tool], [specific gap, e.g. "replies from cold email often never make it into the CRM"]. We [how you close that gap] for [type of company].

Is that already solved on your side, or worth a quick look?

[Your name]

[Company], [physical address]

Not for you? Reply "no" and I'll stop here.

6. Something they said in public (template: copy and adapt)

Subject: your point about [topic]

Hi [First name],

Your [post / episode of podcast name] on [topic] stuck with me, especially "[short accurate quote]".

One thing we see with [type of company] that adds to that: [one specific, useful observation].

Happy to share how we handle [topic] for [type of client] if useful. Either way, thanks for putting it out there.

[Your name]

[Company], [physical address]

Reply "no thanks" if you'd rather not hear from me.

7. Ask for the right owner (template: copy and adapt)

Subject: who owns [area] at [Company]?

Hi [First name],

Quick one. I'm trying to find the person at [Company] who looks after [area, e.g. "new business pipeline in the US"].

We help [type of company] with [one-line outcome], and [Company] looks like a fit because [one specific reason].

Would you point me to the right person? If it's you, I'm happy to send a two-line summary first.

Thanks,

[Your name]

[Company], [physical address]

Reply "no" and I won't email again.

8. Named referral from a mutual contact (template: copy and adapt)

Subject: [Referrer first name] suggested I reach out

Hi [First name],

[Referrer full name] at [their company] mentioned you're working on [goal or problem] and suggested we talk.

We [what you did with or for the referrer, in plain words]. [Referrer first name] thought a similar approach might help with [prospect's situation].

Would a 20-minute call next week be worth it? If the timing is wrong, no problem at all.

[Your name]

[Company], [physical address]

9. Peer company in common (template: copy and adapt)

Subject: what [peer company] changed in [area]

Hi [First name],

We work with [peer company] on [area]. The short version of what changed: [one real, approved result or change, e.g. "replies from outbound now land in their CRM the same day"].

[Company] looks like it is at a similar stage, [reason, e.g. "growing the US team this year"].

Worth comparing notes for 15 minutes?

[Your name]

[Company], [physical address]

Reply "no thanks" to opt out.

10. Renewal window with the incumbent (template: copy and adapt)

Subject: before your [category] renewal

Hi [First name],

If [Company] is still on an annual [category, e.g. "CRM"] contract, renewal may be coming up in [month or quarter].

No pitch against anyone. When teams review [category] at renewal, the questions that usually matter are [question 1] and [question 2]. I put together a one-page checklist we use with [type of company]. Want me to send it?

[Your name]

[Company], [physical address]

Not relevant? Reply "no" and I'll stop.

11. Known category pain, no badmouthing (template: copy and adapt)

Subject: [specific gap] question

Hi [First name],

Teams running [category of tool] at [Company]'s size often tell us the same thing: [specific gap, in the buyer's words].

We built [product / service] for exactly that part: [one-line how]. It works alongside what you have, so nothing needs ripping out to try it.

Is [specific gap] something you deal with, or is it handled?

[Your name]

[Company], [physical address]

Reply "no thanks" and I won't email again.

12. Before the event (template: copy and adapt)

Subject: [Event name] next week?

Hi [First name],

Looks like you'll be at [Event name] in [city] on [dates]. I'll be there too.

I work with [type of company] on [area]. If you have 15 minutes between sessions, I'd like to hear how [Company] is approaching [topic], and share what we're seeing from [peer group].

Coffee on [day] morning or [day] afternoon?

[Your name]

[Company], [physical address]

Reply "no thanks" and I won't follow up.

13. After the same session (template: copy and adapt)

Subject: [session title] follow-up

Hi [First name],

We were both at [session title] at [Event] on [day]. The point about [specific point] was the most useful thing I heard all week.

We've been testing that with [type of company]: [one sentence on what you found].

Would you like the short write-up? Happy to send it over.

[Your name]

[Company], [physical address]

Reply "no" to opt out.

14. To a speaker or panelist (template: copy and adapt)

Subject: your talk at [Event]

Hi [First name],

Your talk at [Event] on [topic] was sharp, especially [specific point].

One question I didn't get to ask: [genuine question]. We see [related observation] with [type of company] and I'm curious how you'd handle it.

If there's a fit with what we do on [area], happy to share more. If not, I'd still value your answer.

[Your name]

[Company], [physical address]

15. Give a resource, no ask (template: copy and adapt)

Subject: [resource name] for [team]

Hi [First name],

We put together a [checklist / one-page guide] on [topic] for [job title]s at [type of company]. It covers [3 short points].

No form, no call needed. Want me to send it over?

[Your name]

[Company], [physical address]

Reply "no thanks" and you won't hear from me again.

16. Three-point teardown (template: copy and adapt)

Subject: 3 things I noticed about [area]

Hi [First name],

I spent 10 minutes looking at [Company]'s [area, e.g. "outbound setup"] and noticed three things you could fix quickly:

1. [Issue 1 and the simple fix]
2. [Issue 2 and the simple fix]
3. [Issue 3 and the simple fix]

The first two are free to fix in-house. The third is where we usually help [type of company].

Want the details on any of them?

[Your name]

[Company], [physical address]

Reply "no" and I won't follow up.

17. Problem hypothesis (template: copy and adapt)

Subject: [problem] at [Company]?

Hi [First name],

My guess is that [Company], like most [segment] we talk to, is dealing with [specific problem, e.g. "positive replies from outbound sitting in someone's inbox for days"].

If I'm right, we fix that by [one-line how]. If I'm wrong, tell me, I'd genuinely like to know how you've solved it.

[Your name]

[Company], [physical address]

Reply "no thanks" to opt out.

18. One-question email (template: copy and adapt)

Subject: quick question

Hi [First name],

How is [Company] handling [specific task, e.g. "booking meetings with US buyers"] today: in-house, an agency, or not yet?

Asking because that's what we do for [type of company], and I'd rather ask than assume.

[Your name]

[Company], [physical address]

Reply "no" and I won't email again.

19. Closed-lost revisit (template: copy and adapt)

Subject: since we last spoke

Hi [First name],

When we talked in [month, year], the timing wasn't right because [their reason, e.g. "the team was too small to take on more meetings"].

Two things have changed since: [change 1 on their side, e.g. "you've grown the team"] and [change 2 on your side, e.g. "we now offer a smaller starting plan"].

Worth another look, or still not the moment?

[Your name]

[Company], [physical address]

20. Old inbound lead gone quiet (template: copy and adapt)

Subject: your question about [topic]

Hi [First name],

Back in [month] you [downloaded our guide on / asked about] [topic]. I don't think we ever followed up properly, my fault.

Is [topic] still a priority for [Company]? If so, I can send [specific useful thing] or set up 15 minutes to go through your situation.

[Your name]

[Company], [physical address]

Reply "no thanks" to stop these emails.

21. Champion who changed companies (template: copy and adapt)

Subject: congrats on [new company]

Hi [First name],

Just saw you've joined [new company] as [title]. Congratulations.

Working with you on [what you did together at old company] was one of my favorite projects. If [new company] has a similar need around [area], I'd be glad to help you get it moving faster this time.

Coffee or a call once you've settled in?

[Your name]

[Company], [physical address]

10-minute template adaptation checklist (template: copy and adapt)

Before sending a template to a new segment:

- [] I can fill every bracket with a checked fact (no guesses)
- [] The first line is about them, not about us
- [] The problem is written in the buyer's words, not ours
- [] Only ONE ask, answerable in under a minute
- [] Under about 100 words (read it on a phone)
- [] Any client or person named has agreed to be named
- [] Any result mentioned is real and provable
- [] Sender name, company and physical address included
- [] A clear way to opt out ("Reply no thanks...")
- [] Subject line is honest about what is inside
- [] Sending domain has SPF, DKIM and DMARC passing
- [] Tested on 50-100 contacts before scaling

Which groups to start with

Your situation	Start with	Why
Brand-new outbound, small list	Templates 7, 17, 18	No trigger data needed; learn which problem resonates
You have a CRM full of old deals	Templates 19, 20, 21	Cheapest meetings you can book
Selling into fast-growing companies	Templates 1, 2, 3	Funding and hiring are easy to track
Replacing an incumbent tool or vendor	Templates 10, 11	Timing and a clear gap matter most
Heavy events calendar	Templates 12, 13, 14	Shared context with a deadline
Very senior buyers	Templates 8, 15, 16	Trust or proof of expertise before any ask

Quick answers

What is a good B2B cold email template?

A good B2B cold email template has four parts: a specific reason you are writing now (a trigger, referral or event), one sentence on the problem you solve for companies like theirs, one piece of proof you can stand behind, and a small ask such as a yes/no question. It stays under about 100 words and reads like one person writing to another.

How long should a B2B cold email be?

Short enough to read on a phone without scrolling. For a first touch that usually means about 50 to 100 words and three or four short paragraphs. Longer emails can work for very technical buyers, but every extra sentence has to earn its place. If a line does not help the reader decide to reply, cut it.

Should I use the same cold email template for every prospect?

No. Use the same structure, but change the evidence for every prospect. The template gives you the frame; the trigger, the named person and the specific detail are what make it work. Sending identical text to thousands of people also hurts deliverability, because mailbox providers notice repeated content that recipients ignore or report.

What should the call to action be in a cold email?

Make it small and easy. A yes/no question ("Worth a look?"), a request to point you to the right person, or an offer to send something useful all work better than asking a stranger for 30 minutes on a first email. Save the specific meeting request for after they show interest.

Do B2B cold emails need an unsubscribe link?

They need a clear way to opt out. In the US, CAN-SPAM requires an opt-out mechanism and a physical postal address in commercial email, with no exception for B2B. In the UK and EU you must identify yourself and offer an easy opt-out. A plain line such as "Reply 'no thanks' and I will not email again" plus your address is a common approach.

How many follow-ups should I send after a cold email?

Most B2B sequences use two to four follow-ups spread over two to three weeks, each adding something new rather than just "bumping" the thread. Stop immediately when someone replies or opts out. A short breakup email at the end is a polite way to close the loop and often prompts a final response.

Can I mention a competitor in a cold email?

Yes, carefully. Mention the category or the situation ("teams reviewing their current tool before renewal") rather than attacking a named vendor. Prospects often chose that vendor themselves, so criticism can feel like criticism of them. Focus on a specific gap you solve and let them draw the comparison.

Are cold email templates still effective in 2026?

Templates still work as a starting structure. What stopped working is sending the same template unchanged to large lists. Buyers recognize generic copy fast. Use templates to save time on structure, then spend that time on research: the trigger, the right person and one fact that shows you looked.

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