

COLD EMAIL

Meeting Request Emails That Get a Yes

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Meeting Request Email: 19 Templates That Get a Yes (Cold, Warm, Executive, Internal)

Short answer: A good meeting request email names one reason the meeting is worth the reader's time, says how long it will take, and makes one easy ask. Match the ask to the relationship: with strangers ask whether the topic is of interest, and once they are engaged offer two specific times in their time zone or a booking link.

Key takeaways

- Match the ask to the temperature. In Gong's study of **304,174 emails**, an interest question worked best in cold emails, while a specific day-and-time ask worked best later in a deal.
- Every request needs three things: **why them, why now, and how long**. Leave any one out and the reply rate drops to whatever their curiosity can carry.
- Offer **two specific slots in the reader's time zone** once they are warm. 'When works for you?' starts an email chain; two times end it.
- Rescheduling and no-show emails are meeting requests too. Write them without guilt, with a new time already attached.

The ask ladder: match your request to how warm they are

Relationship temperature	Best ask	Example line	Avoid
Cold: they have never heard of you	Interest	"Worth a look, or not a priority this quarter?"	Calendar links, "30 minutes"
Lukewarm: intro, event, or they replied once	Open-ended with a time box	"Could we find 20 minutes next week?"	Long agendas
Warm: they asked to talk or said yes	Specific times plus a link	"Tue 3pm or Thu 10am your time? Or grab a slot here."	"When works for you?"
Deal stage or internal	Specific time with agenda	"Thu 11am, 30 min, to agree the rollout plan."	Vague purpose

1. Trigger-based cold request (template: copy and adapt)

Subject: Your [new office in Austin]

Hi [First name],

Saw [Company] is [opening an Austin office / hiring three account executives]. When teams do that, [the usual problem, e.g. the new reps spend their first quarter without enough meetings].

We help [type of company] [outcome in plain words]. It usually starts with a 20-minute look at [their specific area].

Is that worth a conversation now, or better after the launch?

[Your name]

2. Problem-question cold request (template: copy and adapt)

Subject: [Topic] at [Company]

Hi [First name],

Quick question: how are you handling [specific problem, e.g. positive replies that sit in the sequencer for days before anyone follows up]?

Most [job title]s I speak with either [workaround A] or [workaround B]. We have a simpler way that [one-line result, no numbers you cannot prove].

If that is on your list this quarter, happy to show you how it works. If not, no worries at all.

[Your name]

3. Turning a 'tell me more' reply into a meeting (template: copy and adapt)

Subject: Re: [original subject]

Thanks, [First name].

Short version: [two sentences on what you do and the result for companies like theirs].

The useful part is seeing it against your [pipeline / setup], which is easier live than by email. Would [Tue 2pm] or [Thu 10am] your time work for 20 minutes? If you prefer, pick any slot here: [booking link].

[Your name]

4. Reply to a warm introduction (template: copy and adapt)

Subject: Re: Intro: [Your name] / [Their name]

Thanks, [Introducer] (moving you to BCC).

[First name], great to meet you. [Introducer] mentioned you are working on [their project or problem]. I [one line on your relevant experience].

Could we find 20 minutes next week? I am flexible [Mon to Wed]; send a couple of times that suit you, or use [booking link].

[Your name]

5. Asking a mutual contact for an intro (template: copy and adapt)

Subject: Quick favor: intro to [Target name]?

Hi [Contact],

I noticed you know [Target name] at [Company]. Would you be comfortable introducing us? Totally fine if not.

Here is a short note you can forward as-is:

"[Target name], [Your name] runs [company/role]. They help [type of company] with [problem] and thought a 20-minute conversation about [specific topic] could be useful for you. Happy to connect you if you are open to it."

Thank you either way.

[Your name]

6. After a conference conversation (template: copy and adapt)

Subject: Good to meet you at [Event]

Hi [First name],

Enjoyed our chat at [Event] about [specific thing they said, e.g. hiring SDRs in Dubai before the Q1 push].

You mentioned [their challenge]. I have [a short checklist / a quick idea] on that and would like to walk you through it. Do you have 20 minutes next week? [Tue 11am] or [Wed 3pm] your time both work for me.

[Your name]

7. After a webinar or talk (template: copy and adapt)

Subject: Your question on [topic]

Hi [First name],

Thanks for joining [webinar/talk] on [date]. [You asked about X / A lot of attendees asked about X], and the honest answer depends on [their variable, e.g. deal size and target market].

If useful, I can spend 20 minutes on your specific case and tell you what I would do in your position. Would next [Tuesday or Thursday] work?

[Your name]

8. Partnership exploration (template: copy and adapt)

Subject: [Your company] + [Their company]: shared customers?

Hi [First name],

We both sell to [buyer, e.g. Heads of Sales at 50 to 500 person SaaS companies]. You handle [their area]; we handle [your area]. Our customers regularly ask us for [their category].

I would like to explore whether a referral or co-marketing arrangement makes sense. No pitch, just 25 minutes to compare notes on who we serve.

Open to it in the next couple of weeks?

[Your name]

9. Referral partner request (template: copy and adapt)

Subject: When your clients ask about [problem]

Hi [First name],

Your clients are [type of company]. When they ask you about [problem you solve], who do you point them to?

We [one-line offer] and look after referred clients carefully, with you kept in the loop. I would like to explain how it would work and hear what matters to you in a referral partner. Could we do 20 minutes on [day]?

[Your name]

10. Executive 15-minute request (template: copy and adapt)

Subject: 15 minutes on [specific outcome]

[First name],

[One sentence on why you are writing to them specifically, e.g. their comment in last week's earnings call about expanding into the UK].

In 15 minutes I can show you [the one outcome: the three segments most likely to buy / where the pipeline gap sits]. If it is not useful, you will know in five.

Would [Thu 8:30am] your time work?

[Your name]

11. Request via an executive assistant (template: copy and adapt)

Subject: Request: 15 min with [Executive] re [topic]

Hi [Assistant name],

I would like to request 15 minutes with [Executive] to discuss [topic in one line]. [One line on why it is relevant to them now.]

Times that work on my side (all [their time zone]):

- [Tue 9:00am]
- [Wed 4:30pm]
- [Thu 11:00am]

Happy to fit around whatever suits better. A video call or phone is fine.

Thank you,

[Your name] | [Title] | [Phone]

12. Internal request to your manager (template: copy and adapt)

Subject: Decision needed: [topic], 20 min

Hi [Manager],

I need your call on [decision, e.g. whether we pause the UK campaign or rewrite the offer]. I have the numbers and two options ready.

Could we take 20 minutes on [Thu 11am]? If a quick reply works better, my recommendation is [option] because [one-line reason].

[Your name]

13. Cross-team meeting with a pre-read (template: copy and adapt)

Subject: [Topic]: 30 min on [date], pre-read attached

Hi all,

Purpose: agree [the decision, e.g. who owns follow-up on positive replies from outbound].

Length: 30 minutes, [date and time with time zone].

Pre-read: [link], 5 minutes.

Agenda

1. Where things stand (5 min)
2. Options and trade-offs (15 min)
3. Decision and owners (10 min)

If someone else on your team is closer to this, please forward. Reply if the time does not work and I will move it.

[Your name]

14. Inbound demo request reply (template: copy and adapt)

Subject: Your [demo] request

Hi [First name],

Thanks for reaching out about [what they asked for]. So I can make the call useful, one question: [single qualifying question, e.g. which market are you targeting first?]

I have [Tue 10am] or [Wed 2pm] your time open for 30 minutes, or you can book any slot here: [booking link].

[Your name]

15. Next meeting with the buying committee (template: copy and adapt)

Subject: Next step: [topic] with [names/roles]

Hi [First name],

Thanks for today. As discussed, the next step is a 30-minute session with [Finance / IT / their VP] to cover [their likely questions: cost, security, timeline].

Proposed: [Tue 3pm] or [Thu 10am] your time. I will bring [a written proposal / the rollout plan] so the group can decide whether to move forward.

Anyone else who should be there?

[Your name]

16. Rescheduling (you need to move it) (template: copy and adapt)

Subject: Moving our [Thu] call?

Hi [First name],

I am sorry, I need to move our call on [day]. [Short reason, optional.]

Would [new option 1] or [new option 2] work instead? If neither suits, grab any time here: [booking link].

Thanks for your flexibility,
[Your name]

17. Rescheduling (they asked to move it) (template: copy and adapt)

Subject: Re: [meeting]

No problem at all, [First name].

How about [option 1] or [option 2]? Or pick whatever suits from here: [booking link]. I will keep the same agenda: [one line].

[Your name]

18. No-show follow-up (template: copy and adapt)

Subject: Missed you today

Hi [First name],

Looks like today did not work out, no problem. Would [option 1] or [option 2] suit better? Here is my calendar too: [booking link].

[If this is the second miss:] If [topic] has slipped down the list, just tell me and I will check back in [next quarter].

[Your name]

19. Day-before confirmation (template: copy and adapt)

Subject: Tomorrow at [time]: [topic]

Hi [First name],

Looking forward to tomorrow at [time, their time zone]. We will cover [two bullet points] and you will leave with [the outcome].

Link: [video link]. If something has come up, reply and I will find a new time.

[Your name]

Subject lines that fit each situation

Situation	Subject line ideas
Cold, with a trigger	"Your Austin launch" / "Question on the new SDR team" / "[Company] in the UK"
Cold, problem-led	"Positive replies at [Company]" / "Quick question, [First name]"
Warm intro	"Intro from [Name]" / "[Name] suggested I reach out"
After an event	"Good to meet you at [Event]" / "Our chat about [topic]"
Partner	"Shared customers?" / "[Your co] + [Their co]"
Executive	"15 minutes on [outcome]" / "[Their initiative]: one idea"
Internal	"Decision needed: [topic], 20 min" / "[Topic]: pre-read attached"
Warm, booking	"Tue 3pm or Thu 10am?" / "Next step: [topic]"
Reschedule or no-show	"Moving our Thursday call?" / "Missed you today"

Proposing times across regions

Reader in	Good slots to offer	Watch out for
US	Tue to Thu, mid-morning or early afternoon their time	Three time zones on one team; say "ET" or "PT" every time
UK and Europe	Tue to Thu, 10am to 4pm local	August and late December are slow; summer time changes on different dates from the US
UAE	Mon to Thu, mornings	Short Fridays; shorter working hours during Ramadan
Saudi Arabia and Qatar	Sun to Thu	Friday is the weekend; avoid Friday slots
India	Mon to Fri, 11am to 5pm IST	US-facing teams often work late; ask before assuming

Quick answers

How do you write a meeting request email?

Open with the reason you are writing to this person now, state what the meeting would cover and what they get from it, say how long it takes, and end with one ask. For strangers, ask whether the topic is of interest. For people who already know you, offer two specific times in their time zone or a booking link.

What is a good subject line for a meeting request email?

Short, specific and written like a colleague would write it: 'Question about your Austin launch', 'Intro from Priya', 'Tue 3pm or Thu 10am?'. Avoid 'Meeting request' on cold emails, because it announces an ask before you have earned one. Internally, a clear label such as 'Decision needed: Q3 budget, 20 min' works well.

Should I include a calendar link in a cold meeting request?

Usually not in the first cold email. A booking link asks a stranger to do the scheduling work before they have decided they care. Ask whether the topic is relevant first. Once they reply with interest, send two specific times plus the link as a backup, so they can pick whichever is faster.

How long should a meeting request email be?

For cold outreach, aim for 50 to 120 words: short enough to read on a phone in a few seconds. Internal and partner requests can be a little longer if they include an agenda. Executives get the shortest version: one reason, one time box, one ask.

How do you politely ask for a meeting with a senior executive?

Ask for less time than you think you need, usually 15 minutes, and say exactly what they will get: a decision, a number or a short read-out. Mention any shared context such as a mutual contact or their own public statements. If they have an assistant, copy them and make scheduling easy.

How long should I wait before following up on a meeting request?

For cold requests, two to four business days before the first follow-up is common, then wider gaps. For warm or internal requests, one or two business days is fine. Every follow-up should add something new, such as a resource, a sharper reason or a simpler ask, rather than just bumping the thread.

How do you reschedule a meeting by email without sounding unprofessional?

Apologize once, give a short reason if you have one, and offer two new times in the same email so the reader does not have to start over. If they asked to reschedule, thank them, confirm you are happy to move it, and send times or a link right away.

What should I send if someone misses a meeting?

Send a short, friendly note within an hour or two, assume a good reason, and offer two new times or a link. Do not guilt them. If they miss a second time, ask directly whether the topic is still a priority, which gives them an easy way to say not now.

Book a free strategy call

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