



3 Irresistible Sales Pitch Examples

(+ 1 Bonus)

Example #1

Subject line: Life is good

Hi [Prospect name],

The sun is shining, the birds are singing, and you know exactly how to [solve X likely pain point, respond to Y trigger event, hit Z objective]. Right?

If you're still working on that last one — which I know is a focus for many [description of company profile] right now — I'd love to offer some of the strategies I've shared with [customer #1] and [customer #2]. My calendar is available here [Meetings link]. I hope to speak with you soon!

Cheers,

[Your name]

Source: [HubSpot](#)

Example #2

Subject line: This is why the GOT finale failed ...

Hi [Prospect name],

If you watched “Game of Thrones,” you know about that ending. If you never cared about “Game of Thrones,” chances are, you still know about that ending. My two cents? It was totally rushed and haphazard.

Let’s not be “Game of Thrones.”

I’d love for us to take as much time as we need to get to know our respective businesses and see if we’re the right fit for each other. If you’d like to kick things off with a quick call, book some time on my calendar here: [Insert Meetings link]

Long Live the Mother of Dragons,

[Your name]

Source: [HubSpot](#)

Example #3

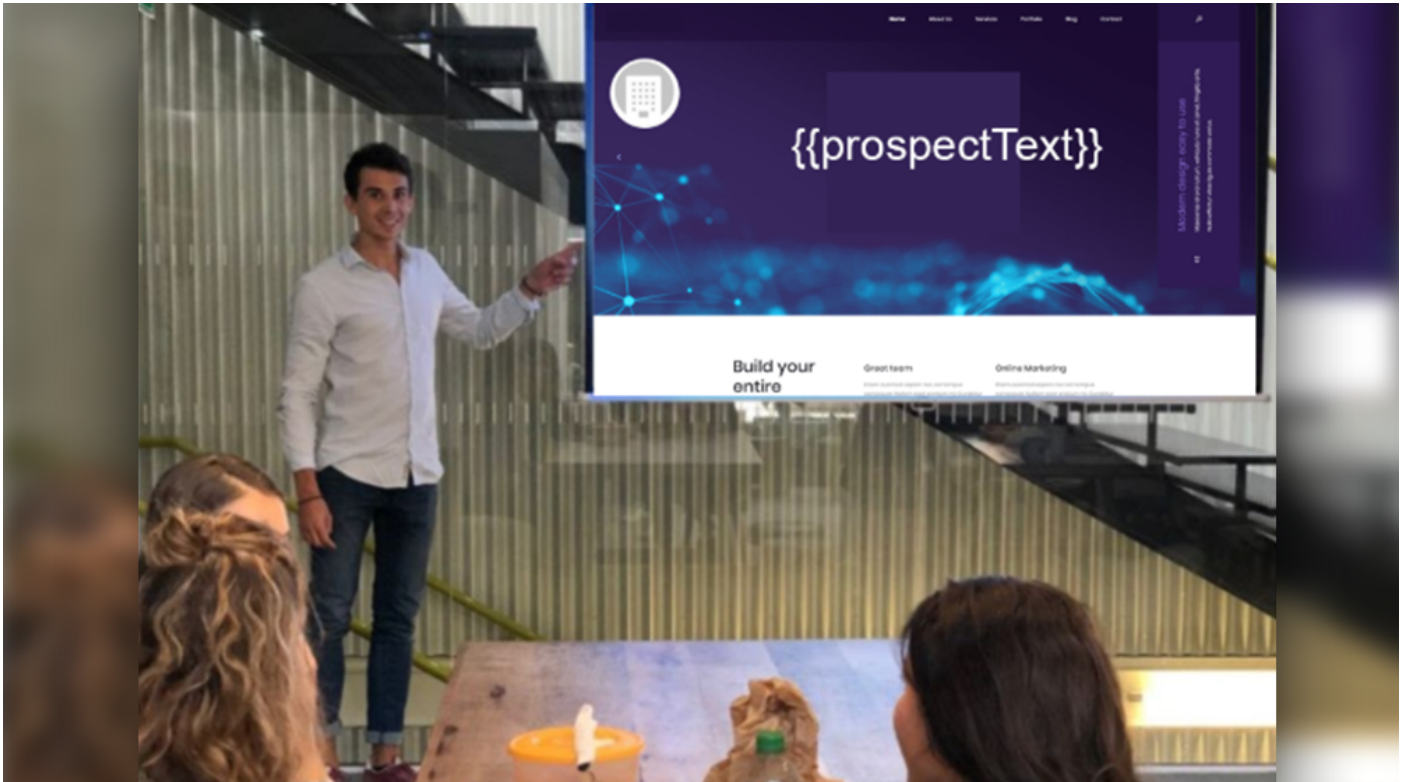
Subject line: Ideas & Feedback for [companyName]

Bonjour [firstName],

Just saw one of [companyName]'s post on my LinkedIn thread and after digging a bit more into what you guys do, I came up with a few ideas

Since I find what you're doing very innovative, I also did a brainstorming session with my team and we came up with a few things that could really help you boost your growth.

Below is the picture of some ideas we had:



I also took some more notes about how to execute those ideas so if you're free, say next Tuesday or Wednesday around 11 am, I can share them then?

Have a lovely day!

[Your name]

Source: [lemlist](https://www.lemlist.com)

Bonus: Example #4

Subject line: This could be your new website

Hey [first name],

I know you probably don't like cold emails, right? So to make this less awkward, here's a photo of me with the screenshot of your new website:



Anyway, this is what we do — we're creating high-quality websites for other people like you at [industry] at a great price.

Our team had a meeting last week (as you can see in the picture above), where we evaluated your current website and wrote down some amazing ideas that can make it even better.

Eventually — a new website design will improve your conversion rates for at least 10%. Interested to hear our feedback about your website? Let's chat sometime next week.

Cheers,

[Your name]

Source: [lemlist](#)