

Outbound Sales Best Practices

Craft compelling outbound email messages

Outbound email marketing tends to have a lower engagement rate when compared to the inbound email marketing method. That's because you're emailing recipients who haven't opted-in to receive your communications.

People are inundated with outreach, so personalization is crucial.

Cite case studies within the same vertical demonstrating transferable results, include implementation to demonstrate that you represent a partnership, not just the Shopify Plus product. Keep these points in mind to create compelling outbound emails:

- 1 Provide value and a sense of urgency by giving a reason for reaching out right now.
- 2 Every touchpoint should contain a CTA to drive it forward.
- 3 A/B test subject lines, 40 characters or less.
- 4 Ensure that your emails are brief and to the point, keep the length to 100 - 350 words.
- 5 Send different types of content that you think will resonate with your prospect.
- 6 Do not send pointless content, or send the same content over and over.

The benchmark for the average cold email reply rate across all industries is around 3%.

Best practices for writing LinkedIn messages

LinkedIn is one of the best networks for reaching your target prospect, especially in B2B sales and marketing. Keep these points in mind to create compelling LinkedIn messages:


Don't start by selling. LinkedIn is a networking tool, not a sales tool. Talk about your prospect's webinar or their blog articles. Network and build relationships first.

Stay active on LinkedIn. LinkedIn reports that 92% of the buyers have engaged with sellers who were seen as thought leaders. Post engaging thought leadership content in the industry you're selling in, write about your buyers' pain points, and the different solutions available.



Mutual connections are gold. If you have mutual connections with your prospect or if you're both part of a LinkedIn Group, get someone to introduce you to them. This way you'll skip the first two steps needed to break the barrier.

Outline next steps clearly. Just like you'd write emails, add a clear call to action in the message, encouraging the recipient to respond.

 **Tip:** We've seen great response rates inserting a quick, customized video in LinkedIn messages to the prospect.

Craft compelling outbound phone calls

Focus on how your call will benefit the prospect. Keep these points in mind to create compelling phone calls:

- 1 Explain why you're contacting the prospect (and how it benefits them).
- 2 Tie this reason in with your company (and how it benefits them).
- 3 Ask them if they have some time to chat (and how it'll benefit them).

Leverage storytelling

Aggregate current content and lead with the stories you already have to tell. Some examples of content you can share via email are:

- An ebook that addresses a common pain point in their industry.
- A link to an article covering recent industry news that the prospect might be interested in.
- Case studies, testimonials, or success stories similar clients have had working with you.
- Relevant videos or tutorials.

This grid can serve as a tool to plan out the right messaging for the right audience and outbound channel.

Audience	Channels	Messaging	Offering
What is the target audience? What kinds of merchants? What kinds of personas?	How does target buyer consume information and learn about new offerings?	Is our messaging going to resonate with target buyer?	Is our offering clearly defined and valued by target buyer?

Write your joint value proposition

For services companies, it's tempting to show your menu of services and say you do everything for

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everyone. When you do that, there is no differentiation. You need to call out your specific value driver and focus on how your firm maximizes the Shopify investment for the merchant.

Shopify focuses on building for the 80% while making the rest possible (the 20%). This concept is how we highlight our Shopify Agency Partners.

When defining this, it's important to pull the thread through and address why Shopify? And why your agency? And sew that throughout your touches.

Shopify value propositions

When writing compelling messaging by persona's, you can pull out the key Shopify value propositions that best resonate with that audience. The big three reasons merchants choose shopify are: **total cost of ownership, ease of use** and **scalability/flexibility**.

We've provided other reasons why merchants elect Shopify below. Some value propositions are going to be more industry specific. For example, the sales teams are seeing legacy CPG companies building DTC sites to capture first party data.

✓ Speed of innovation Ship new features weekly to respond to market indicators.	✓ Grow revenue Increase AOV & conversion rate with Shopify checkout. Lower operational costs with automations	✓ Platform performance With Shop Pay, you get 4x faster best-converting checkout on the internet	✓ Ecosystem Access hundreds of certified Shopify Partners and thousands of apps
✓ Operate at scale Seamless integrations with our ERP partner program	✓ Total cost of ownership Spend less money on development and upgrades	✓ Fast migration Start selling on Shopify Plus in as little as three months	✓ Social selling Sell on social platforms like Instagram and TikTok from a single admin

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Value props aligned by persona

Below are the Shopify Plus value propositions that solve for these personas biggest pain points and challenges.

Persona: CMO	Persona: CTO	Persona: CFO
Challenges/complaints Concerned with site performance & conversion.	Challenges/complaints Seamless integrations where necessary.	Challenges/complaints Total cost of ownership.
Value props to align to Shopify payments conversion product.	Value props to align to Seamless integrations through our ERP Partner program.	Value props to align to Lower total cost of ownership. IT maintenance costs, developers, hosting costs & overall lower operating costs.

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Putting this into practice we can craft compelling outbound messaging that align to these persona's

CMO sales snippets: "When brands migrate to Shopify, they can enjoy 4x higher conversion with our accelerated Shop Pay; the fastest best-converting checkout on the internet."

CTO sales snippets: "With 80% of B2B commerce expected to take place online by 2025, Shopify Plus just released a new B2B tool suite. Here's a link to a [B2B on Shopify demonstration \(5-minute video\)](#). The B2B tool suite includes: company profiles, customer accounts, price lists and options for payment terms, B2B checkout."

CFO sales snippets: "Read how [Bombas migrated for site stability](#) and is also saving over \$100,000/year on platform costs."

Sales templates

Creating an email from scratch every time you send an outbound marketing campaign may not be practical when you have a massive email list. A smarter idea is to create outbound email templates you can reuse in future campaigns. Once you've created an email template, you can easily plug personalization data into it to quickly create personalized outbound emails.

We've included some sample email sales templates and social touchpoints on LinkedIn.

Example of an outbound sales message framework

Subject	<p>"Let's solve your [pain point] problem"</p> <p><i>Ideally, you'll have researched your prospect's specific pain point and can zero in on it within your email. For example, perhaps you saw a prospect complain about their lack of leads or budget in a blog comment or social post.</i></p>
Body	<p>Hey {{first name}},</p> <p>[Know - Here's what I know about you or your persona... relevance or personalization. Company size. Revenue.]</p> <p>[Problem - Here's some common problems we see]</p> <p>[Impact - Here's what those problems are causing]</p>
Call-To-Action	<p>[Call to Action - here's what I want you to do]</p>

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Outbound messaging examples

Vertical: **Food & beverage**

Persona: **CFO**

Current platform: **Magento**

Email #1	
Subject	<p>“Remove the guesswork from [Task/Activity] today”</p> <p><i>Address a Pain Point. Guesswork is a common pain point. Research your prospect and cater this subject line to them. The word “today” helps to create a sense of urgency — if you can remove the guesswork today, why wait any longer?</i></p> <p>Alt: “[Name], is there too much on your plate?”</p> <p><i>There’s no question why this subject line is as successful as it is. Professionals everywhere have too much on their plate right now. It’s a pain point that hits home on various levels.</i></p>
Body	<p>Hey {{first_name}},</p> <p>I'm reaching out to learn more about digital initiatives at {{account_name_or_company}}. Our firm supports enterprise brands on Shopify Plus, like Heinz, Beyond Meat, and Nestle, in reaching their customers wherever they shop. High growth, high volume is always the goal. With [insert agency name] we help you maximize your Shopify growth with multi-channel solutions all within one platform.</p> <p>We know that platform migration can oftentimes seem overwhelming. That's why [insert agency name] provides our clients top-tier support in creating an overall better omni-channel experience.</p>
Call-To-Action	<p>If it makes sense to explore this, let's find some time to get introduced this week. <i>[insert calendar booking link]</i></p>

Email #2 bump email	
Subject	<p>“Quick question for [prospect]?”</p> <p>Alt: Got a second, [prospect]?</p> <p><i>Question-based subject lines like this work so well because they tap into your reader’s sense of curiosity. In other words, they can’t help but want to click through and see what’s next.</i></p>

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Body	<p>{{first_name}} - As your team plans for 2023, I'm sure you are brainstorming ways to spend + work more efficiently to maximize profits next year. I wanted to share this case study with you about how Laird Superfood's wholesale channel has grown to outpace its consumer business.</p> <p>After re-platforming to Shopify Plus, Laird Superfoods saw a 550% quarter-over-quarter growth in sales, as well as a 15% growth in month-over-month sales... and this isn't uncommon. Typically when we migrate businesses that switch to Shopify Plus they see an average of 30% YoY growth.</p> <p>I'd be happy to share other success stories and talk about how we can do this for {{account_name_or_company}}.</p>
Call-To-Action	<p>Is it worth setting up an intro call to explore this further?</p> <p><i>[insert calendar booking link]</i></p>

Email #3 bump email	
Subject	<p>"5 things you didn't know about [Topic relevant to prospect]"</p> <p>Alt: "[Topic relevant to prospect] trends you should know about"</p> <p><i>FOMO (fear of missing out) has long been a powerful psychological principle. And studies show that 56% of people experience it. Nothing generates FOMO quite like hearing you may not know something.</i></p>
Call-To-Action	Any thoughts, {{first_name}}?

Email #4	
Subject	<p>"[X] ways we can help"</p> <p>"Learn how we helped [food & bev brand] boost sales by [X]% after replatforming to Shopify Plus"</p> <p><i>This email subject line does double-duty of bringing awareness to your prospect's pain points while also signaling yourself as the solution. You end up coming across as a helping hand rather than a salesperson. Here you can list some quick tips or introduce how your product or service has managed to change the lives of others.</i></p> <p><i>Subject lines containing numbers score more opens and replies than typical messages. This type of numerical subject line is easy for readers to digest at a glance.</i></p>

Body	<p>Hey {{First name}},</p> <p>We worked with the brand Heinz that came to Shopify Plus looking for a platform that could support their omni channel initiatives.</p> <p>When we migrated Heinz to Shopify Plus, they were able to launch a D2C offering in just one week - laying the foundation for a new business model, while never losing steam on their B2B platform. The results? They were able to reach an entirely new group of customers & meet the needs of every condiment lover, whether they wanted to shop in store or online.</p> <p>Here is the full case study.</p> <p>I'd like to share why we're migrating other companies from Magento to Shopify Plus and what that could mean for {{account_name_or_company}}?</p>
Call-To-Action	<p>I'd be happy to connect to discuss strategy and different trends we are seeing in the industry. Open to a brief chat? <i>[insert calendar booking link]</i></p>

Email #5 bump email	
Subject	<p>"Find out what [Company X] did to [accomplishment]."</p> <p>"Here's how companies like [X] fixed their [common issue]."</p> <p><i>It's highly effective to write subject lines that appeal to emotions. This activates a part of the brain called the insula (our emotional powerhouse). And we all know emotion drives us to react. One of the best ways to do this is to generate curiosity.</i></p>
Body	<p>{{first_name}} - what did you think of the case study I shared?</p>
Call-To-Action	<p>If it's worth exploring what this could mean for you and your team, let's find some time to chat this week. <i>[insert calendar booking link]</i></p>

Email #6 bump email

Subject	"Are you interested in exploring how [Company X] did to [accomplishment]?"
Body	<p>{{first_name}},</p> <p>I wanted to highlight a quote that stood out to me in [X] case study.</p> <p>"[Quote that cites key pain point]." - [quoted person]</p> <p>We take pride in being a best in class Shopify Plus agency, that takes all the friction out of migrating to the platform.</p>
Call-To-Action	Open to a brief chat? If it's easier, here's my calendar <i>[insert calendar booking link]</i>

Email #7	
Subject	"Are you interested in exploring how [Company X] did to [accomplishment]?"
Body	<p>Hi {{first_name}},</p> <p>Reaching out because we've helped a number of companies migrate to Shopify Plus to help grow their business through multiple sales channels & decrease costs to increase profits. Fashion Nova, Radio Shack, and Heinz - just to name a few. A stronger, more robust digital world has forced brands to provide a seamless customer experience to adapt to the way customers are shopping.</p>
Call-To-Action	Wondering if you would entertain a chat to explore why other companies made the switch and/or who would be the best contact at {{account_name_or_company}} to speak with? Thanks in advance for your help.

Email #8 bump email


Subject	<p>“{{first_name}}, did I miss the mark?”</p> <p><i>Breakup emails are generally meant to get a response from a potential customer who has not been responding for too long. Or to at least end the conversation on a good note.</i></p> <p>Alt: “It’s not you, it’s me”</p> <p><i>This can work because it relieves pressure from the prospect, which may encourage them to reply — finally.</i></p>
Body	<p>{{first_name}} - Hope you can appreciate my professional persistence over the past few weeks. I understand you probably have a lot going on.</p> <p>Wanted to check one last time to see if you'd be interested in connecting with our team here at Shopify?</p>
Call-To-Action	<p>Please hold on to my contact details if you’ve found value in any of the resources shared and feel free to reach out when the time is right for you.</p> <p>Thanks!</p>

LinkedIn Message #1	
Subject	<p>“[Referral name] said I should get in touch”</p> <p>Alt: “[Referral name]”</p> <p><i>Mentioning someone else’s name, especially the name of referral, is another great way to establish common ground. Just like seeing their own name can encourage a prospect to stop and click, so can somebody else’s. Even though your recipient might not know you, highlighting someone they know can build trust and increase engagement before they even respond.</i></p>
Body	<p><i>[This touchpoint works best with personalization. Try to find a point of relevance on your prospects profile.]</i></p> <p>Hey {{First name}},</p> <p>Line 1: I read your post on (pain point) that you had put up.</p> <p><i>[Detail why you’d like to connect on LinkedIn]</i></p> <p>Line 2: Loved how you brought it all together to highlight (a specific aspect of the pain point). I cannot agree more on what you’ve</p>

	<p>mentioned. Would love to connect and fire up a discussion about how we help similar brands do [X] on Shopify Plus.</p> <p><i>[Main value proposition of your product or service goes here along with the benefit(s) it provides + Direct request]</i></p> <p>Best,</p> <p>{{Name}}</p>
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LinkedIn Message #2	
Body	<p><i>[Here you want to recall to multiple previous communication attempts + focus on their goals]</i></p> <p>Hey {{First name}},</p> <p>Know you're busy – wanted to check if you saw the message I sent on {{day=-X}}.</p> <p>Would be great to show you how we help commerce brands like {{company.name}} generate [X] on Shopify Plus.</p> <p>Do you have 15 minutes available on Friday?</p> <p>Best,</p> <p>{{Name}}</p>

Finding a formula for writing good emails is important to create repeatable best practices to guide future content creation.

 **Tip:** Document it in a sales messaging playbook, so you can more easily enable your team and anyone with content creation responsibilities.