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The introduction of a business presentation isn't an invitation to talk only about yourself. Although you should introduce yourself to listeners, you can use the time to connect with the audience and preview what it is that you'll be presenting. As with any first impression, it's important to get this right. Consider that an effective introduction sets the tone for the entire presentation and is absolutely vital for communicating your message clearly. State your name, title or position, and the company you represent right away. Narrow this down to one or two brief sentences. Whether you're presenting to a few familiar faces or a packed auditorium, maintain professionalism by saying who you are before you speak. That way, your listeners will understand the connection between you and the presentation after it's been concluded. Establish your credibility by highlighting any experience you have or accolades you've received in your industry. Keep this brief and to the point; don't resort to bragging. The objective is to let your audience know that you're qualified to discuss what's at hand. Introduce listeners to the overall theme, goal or topic that your presentation will focus on. As a first step toward preparing your listeners for the coming message, talk about a broad idea that will help them understand your perspective. This can be as simple as telling about how you got the notion to work on a project or a theme that's been a driving force for your department. Discuss what's coming up in the presentation by briefly outlining your talk. It's fine to say that you'll first discuss one thing, followed by another, and concluded by another. This not only gives structure to your presentation, but will help guide your listeners through the talk and give them clues on what to expect. There's nothing worse than a sea of blank stares when listeners aren't able to follow your presentation. Give explicit instructions pertaining to questions or comments that might arise during your presentation. For instance, if you don't want to be interrupted, ask that your audience save any comments for the question-and-answer session following the presentation. This will ensure that your presentation flows nicely from one idea to the next without your having to worry about being interrupted and losing your train of thought. Skype For Business is one of the most popular productivity-focused apps. It allows you to host virtual meetings, and lets you make phone and video calls to people in the contact list. With additional features like screen sharing, instant messaging, and collaboration tools, Skype For Business has become a one-stop shop for virtual meetings. Since the platform is available on Android, you can continue to work and stay connected on the go.Integrates well with core Microsoft products, including OutlookAmong video conferencing and calling apps, Skype For Business comes with a simple and clean interface. All you need to do is select a contact from the list and initiate an instant chat, make a call, or share your screen. From thereon, you can use additional features, including collaboration tools and fun emojis.Good calling and messaging featuresSince it's primarily a communication tool, Skype For Business focuses on calling and video functionalities. With this tool, you can effortlessly make high-quality video and audio calls. Moreover, there are other interactive features like real-time translations, live subtitles, and more. With Skype For Business, you can set up free video conferences and meetings with multiple participants.For an instant messaging app, Skype comes with all the standard features, such as emojis, reactions, GIFs, and more. All these elements add flavor to your chat messages. Additionally, the "Search" function lets you access certain parts of your conversations easily.Quick sharing, accessibility, and phone callsSkype For Business allows you to receive and send files with convenience and ease. While the app supports files less than 300 MB in size, it's still a good function for cross-team collaboration. With the platform, you can also make phone calls to landline and mobiles. However, this service is supported in limited regions, and could turn out to be quite expensive in the long run.Where can you run this program?Skype For Business is available on multiple platforms and allows seamless cross-device collaboration. You can download the app on Android, iOS, and Windows.Is there a better alternative?While Skype is a great tool, you could also check out a few other alternatives. For instance, Slack is a good choice, and comes with the simplest UI in the business. With instant messaging, interactive features, and lightweight architecture, it's perfect for small businesses and startups. For established companies, Microsoft Teams can be an excellent choice. Since the platform integrates with every Microsoft tool, it can be used seamlessly to perform several functions. However, if you're short on budget, the expensive plans could be a deterrent.Skype For Business can be used by anyone invited for a virtual meeting. However, you need to have a Lync or Skype for Business account. It will allow you to enjoy the full range of functionalities of the app.Should you download it?Yes, definitely! If your office supports the contemporary, remote-work era, Skype For Business will be the perfect tool. With features like teleconferencing, video calling, instant messaging, and more, it integrates well with a wide range of Microsoft products. Since it's free to start using the app, just a couple of clicks can do the trick.HighsConference calls with multiple peopleShare videos in conference callsCollaborate via instant messagingHigh-level security authenticationLowsOccasional lags in videoSound quality based on good connectivityAll your video content under one roofSpecialized software utilityFree Battle Royale shooting gameFind the Impostor and save the shipMuch more than a parking simulatorAn introduction email is a message you send to a prospect with the purpose of introducing yourself and eliciting a specific action, such as scheduling a meeting or call. We've included nine business templates salespeople can send to ensure that their specific message is communicated effectively and increases the chance of a response. Business Introduction Email Templates The templates we've developed show how you can introduce yourself via email in several different situations. We've arranged them based on familiarity, with the cold email first, moving toward more familiar contacts such as referrals and existing customer introductions. 1. Cold Lead Introduction Email The cold lead introduction email is the message you send reaching out to a prospect whom you've never met or contacted before. In addition, it's someone you are not able to connect with through a referral, phone call, or other introduction strategies. The purpose of this message is to make an initial connection and schedule a phone or in-person conversation. Pro tip: If possible, always try find a reason to send one of the other introduction emails first. For example, before reaching out to the prospect, do some research and find out if there's anything noteworthy you could mention, such as an award or recognition. This increases the personal aspect of the email, lets the prospect know you cared enough to do some research, and makes your communication seem more natural than emailing out of the blue. Cold Lead Introduction Email Template Subject Line: [Prospect Name], do you have 5 minutes this week? Hi [Name], I found your name [how you identified the contact]. [Include a personalized compliment.] We are [reason you are a credible source] and understand that [define their pain point]. In the past year, we've worked with companies like [similar companies] to help them [clearly outline your number one benefit] and were thinking we might be able to help [company name] as well. I don't know if this is an issue for you, but if it is, I would love to schedule a brief 10-minute call to learn more about how we can meet your needs. I'm free [insert three options]. Which of these works best for you? If this isn't something that you are currently addressing, or you don't believe we are a fit right now, I understand. I appreciate you taking the time to read my message. Regards, [Signature] Download this template in Google Docs, Docx, or PDF file 2. Follow-up Email Introduction A follow-up email is a message you send to someone you recently met or were personally introduced to by a mutual connection. While the initial introduction has already been made, this email provides the prospect with your contact information and asks them for an opportunity to further connect. It can also let you introduce them to benefits you might not have had a chance to explain in order to get a reply email, phone call, or follow-up meeting scheduled. Follow-up Email Introduction Template Subject Line: [First Name], I'm glad we had a chance to meet Dear [Prospect's First Name], It was great meeting you at [event]. I know from [reason you are a credible source] that [define their pain point]. In the past year, we've worked with companies like [similar companies] to help them [clearly state your number one benefit], and I was thinking we might be able to help [company name] as well. I don't know if this is an issue for you, but if it is, I would love to schedule a brief 10-minute call to learn more about how we can meet your needs. I'm free [insert three options]. Which of these works best for you? If this isn't something that you are currently addressing, or you don't believe we are a fit right now, I understand. I appreciate you taking the time to read my message. I look forward to hearing from you, [Signature] Download this template in Google Docs, Docx, or PDF file 3. Mutual Connection Introduction Email The referral introduction is an email you send to someone you were referred to by a mutual connection. According to Forbes and Nielsen, 92% of consumers are more likely to trust a recommendation from a friend or family over any other form of marketing. Pro tip: An even more effective way to make an introduction is to ask your mutual connection to make the initial connection. When asking for a referral from a professional or personal connection, be sure to be brief, specific, and make it easy by crafting an email that can either be forwarded by the mutual connection or copied so you've done the work for them. Mutual Connection Introduction Email Template Subject Line: Hi [Prospect Name], [Mutual Connection] suggested we connect Dear [First Name], As we discussed, [reason you are a credible source]. I understand that [define their pain point]. In the past year, we've worked with companies like [similar companies] to help them [clearly state your number one benefit], and was thinking we might be able to help [company name] as well. I am hoping to discuss this more with [person you are trying to connect to], and would appreciate you connecting us, if possible. I've attached [supporting information about you, your product, or your service] for their reference. They can also learn more about us at our website at [website link]. Please ask them to reply to this email, call me at [phone number], or let them know that I will be reaching out directly. Thank you for your assistance, [Signature] Download this template in Google Docs, Docx, or PDF file 4. High-level Introduction Email This is an excellent email to use when you've identified a high-level contact in an organization who can influence decisions related to your product or service but is unlikely to be your best contact. The purpose of this message is to introduce your company to the high-level contact in a way that will encourage them to forward your information to the best day-to-day contact. When done right, this email introduction strategy works for lead generation because your brief introduction message appears vetted by a decision-maker. Therefore, the day-to-day best contact is more likely to reach out or request follow-up information. High-level Introduction Email Template Subject Line: Do I have your correct address? Dear [First Name], I saw your name [where you found them]. We are [reason you trusted by others]. I understand that [describe their pain point]. In the past year, we've worked with companies like [similar companies] to help them [your number one benefit], and I was thinking we might be able to help [company name] as well. I don't know if this is an issue for you, but if it is, I would love to schedule a brief 10-minute call to learn more about how we can meet your needs. I'm free [insert three options]. Which of these works best for you? If you are not the person responsible for [decision], would you please forward this message and my contact information along to the person who is? If this isn't something that you are currently addressing, or you don't believe we are a fit right now, I understand. I appreciate you taking the time to read my message. I look forward to hearing back soon. Thank you, [Signature] Download this template in Google Docs, Docx, or PDF file 5. Web Event Introduction Email This email is sent either by a sales rep or automatically by your customer relationship management (CRM) software when a prospect visits certain pages on your website, fills out a form, or clicks on a "contact me" button. In addition to reinforcing the sense that a human being is on the other side of a computer interaction, the web event introduction email serves as confirmation that you received their request for more information and lays out next steps. Web Event Introduction Email Template Subject Line: Congratulations! Now what? Dear [First Name], Congratulations on joining [credibility statement] by taking the first step toward [outline your key benefit]. In the coming days, [define what they should expect]. I am also attaching additional information I think you will find interesting, and I would love to schedule a brief 10-minute call to learn more about how we can meet your needs. I'm free [insert three options]. Which of these works best for you? I look forward to hearing from you, [Signature] Download this template in Google Docs, Docx, or PDF file 6. External Trigger Event Introduction Email Sales leaders can use this type of email introduction when there has been a recent external event, such as major industry developments, new regulations, product announcements, or staffing changes. Your email is more likely to be read when the message is timely, relevant, and relates to events that directly affect your prospect, as they will be more likely to accept your introduction. Pro tip: News stories are time sensitive, so this type of introduction works best when it is sent within two weeks following the initial event. Otherwise, you risk seeming inauthentic or out of touch. Additionally, since the goal is to relate your introduction to the external event, you lose the natural connection once too much time has passed. External Trigger Event Introduction Email Template Subject: Congratulations! Dear [First Name], [Congratulate contact on recent newsworthy event] OR [Commiserate if the newsworthy event was negative, or restate event if it was neutral]. We are [reason you are a credible source]. I understand that [define their pain point]. In the past year, we've worked with companies like [similar companies] to help them [clearly outline your number one benefit] and was thinking we might be able to help [company name] as well. I don't know if this is an issue for you, but if it is, I would love to schedule a brief 10-minute call to learn more about how we can meet your needs. I'm free [insert three options]. Which of these works best for you? I look forward to hearing from you, [Signature] Download this template in Google Docs, Docx, or PDF file 7. New Product or Service Introduction Email Use this template to send an email to an existing contact when you are introducing a new product or service relevant to their business. In this case, you are not specifically introducing yourself, but it is still an introduction and should include the same elements as any personal introduction message. New Product or Service Introduction Email Template Subject Line: Use unexpected words like: "For Rock Stars Only" Dear [First Name], I want to share some exciting news. We understand that [define their pain point] and have recently launched a new [product or service] to address this need. We believe that our [product or service] will [outline the number one benefit] far better than anything else currently in the market. I would love to schedule a brief 10-minute call to learn more about how we can meet your needs. I'm free [insert three options]. Which of these works best for you? I've also attached [supporting information about you, your product, or your service] for your reference. You can also learn more about us at our exciting new [product or service] at [website link]. I'm looking forward to talking with you soon. Thank you, [Signature] Download this template in Google Docs, Docx, or PDF file CRM software can help you easily identify which customers may not know about your latest product or service offering. In addition, Salesforce Essentials allows you to create custom reports to help identify which products are top sellers and which are not, so you know which products are popular and most likely to generate additional revenue if also promoted. Visit Salesforce 8. New Point of Contact Introduction Email This email is used to notify your customer that someone new will be handling their account. It can be sent by either the existing point of contact to introduce his or her replacement, or can be sent by the new point of contact themselves. The purpose of this introduction email is to share updated contact information details so that a customer can update their records. It should also be used to alleviate any concern a client or customer might have related to the change. Customers need to know their business won't be affected by changes in sales management or at other staffing levels, and that they still have a person to reach out to whenever issues arise. This message can serve to remind your customer of your offerings and prevent your competition from seeing the staff change as an opening. New Point of Contact Introduction Email Template Subject line: Thank you for the past X years! Dear [First Name], Thank you for allowing me to help [company] achieve [highlight] over the last [X] years. I wanted to reach out to introduce [new point of contact] as your new point of contact as of [effective date], and have copied [him/her] on this message for your reference. [List reasons why a change was made.] [Describe the impact to the contact as a result of this change, if any.] [New Point of Contact's name] will be reaching out to schedule a follow-up conversation and to get to know you better. However, if you have any questions or concerns related to this change ahead of that time, please don't hesitate to ask. [He/She] can be reached at [new point of contact's contact details]. I trust that I am leaving you in good hands and wish you continued success. [Signature] Download this template in Google Docs, Docx, or PDF file Introduction Email Template From New Point of Contact Subject line: Nice to meet you! Dear [First Name], There have been some changes at [our company], and I wanted to reach out to let introduce myself as your new point of contact. [List reasons why a change was made.] [Describe the impact to the contact as a result of this change, if any.] We remain committed to our relationships with our customers and welcome any questions or concerns related to this change. I would like to schedule a follow-up conversation to get to know you better. I'm free [insert three options]. Which of these works best for you? I look forward to hearing from you, [Signature] Download this template in Google Docs, Docx, or PDF file 9. Request for Advice or Expertise Introduction Email Use this introduction email to request advice or expertise from someone you haven't previously connected with, but who is recognized as a subject matter expert. For example, you could use this message to reach out to a potential mentor, a source for an interview, or someone you'd like to conduct a product review. Request for Advice or Expertise Introduction Email Template Subject Line: I would like to feature you on my blog Dear [First Name], [Compliment or reason why you respect their advice.] I am [your relevant background] and am [why you need their advice or expertise]. In return for your help, I would [benefit for them]. I would love to continue the conversation. Would you please reply with a good time to chat? I look forward to hearing from you, [Signature] Download this template in Google Docs, Docx, or PDF file Best Practices for Using Introduction Email Templates While there are specific introduction emails for different situations, all effective introduction emails have general best practices. For example, they are typically short and to the point. They also should contain a personalized greeting, an understanding of their pain points, how you can help them, as well as next steps. Learn more about best practices for crafting cold emails in our comprehensive article. In addition, here are some helpful tips to consider when creating introduction emails: There are tools that can help you identify your prospects, especially if all you have is an email address. This can be especially helpful in personalizing your message by providing context such as the prospect's role, location, and name. Check out our guide on how to reverse lookup a prospect by email to learn more. Testimonials from previous customers, accreditations, and awards relevant to your prospect's industry provide a form of third-party validation that you are reliable and are trusted by other customers. An example could be: "In fact, we've been recognized by the National Association of Healthcare Administrators as a preferred partner for the past four years." Never make the action step a yes-or-no question. The goal is to give three or four options, any of which result in a yes. Instead of asking "Do you have time for a call this week?" write "I'd love to schedule a brief 10-minute call to learn more about how we can meet your needs. I'm free Wednesday afternoon or Friday morning. Which works best for you?" This creates an expectation and nudges the prospect in that direction. Bottom Line Email templates can be built to support every stage of your sales process. They help accelerate sales growth by allowing you to reduce the amount of time needed to draft common messages. Email templates can also help to ensure each message sent includes a call to action designed to move a lead along in the sales process. Once you've started using email templates, you'll want to store them in your customer relationship management (CRM) so you can access them easily. With Salesforce Essentials, you can use your existing templates for consistency in messaging across your business, without leaving your email inbox, on your computer and on mobile. 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