

Warm Intro Email Templates

How to use this template:

Step 1: Enter into a new tech partnership

Step 2: Use [Crossbeam](#) to Account Map with your partner.

Identify your list of prospects and open opportunities that would benefit from a Warm Intro. (Hint: Cross-reference the highlighted squares in the Account Mapping Matrix below)

		(Your Partner)		
		Customers	Open Opportunities	Prospects
(You)	Customers	Build a tech integration, case studies	Give partner warm Introductions/ context	Collect referral revenue
	Open Opportunities	Get warm introductions / context from partner	Solution selling, co-marketing	Co-selling, co-marketing
	Prospects	Get warm introductions / context from partner	Co-selling, co-marketing	Co-selling, co-marketing

Step 3: Send your partner Email Template #1 - The Gauge Interest email.

Your partners can use this email template to contact their customers about your product and facilitate warm introductions.

Hi [Customer First Name],

As a valued customer, we want you to be the first to know about our exciting new partnership with [Partner Company].

[Partner Company] is a [Partner category] that [description of Partner Company]. We believe this partnership will bring significant value to our customers and we're excited to share it with you.

[Partner Name] offers [brief description of what the partner offers]. By joining forces, we're able to provide an even more comprehensive solution to meet your needs, including:



1. [Benefit 1:] - [Provide a “better together” use case]
2. [Benefit 2:] - [Provide a “better together” use case]
3. [Benefit 3:] - [Provide a “better together” use case]

I'd be happy to introduce you to [Partner Name] and help you get started with their services. If you're interested in learning more, please let me know and we can schedule a call to discuss further.

[You can also use the above CTA to discuss special discounts, free trials, and other incentives.”

Best,
[Your Name]

Step 4: Send your partner Email Template #2 - The “Actual Introduction”

Hi [Customer Name],

Thank you for your interest in [Partner Name]! As promised, I wanted to introduce you to [Partner Name] and help you get started with their services.

We are both excited to show you how our joint solution will [benefit here].

I've copied [Partner Name Contact Name] on this email, who will be your main point of contact moving forward. They will be reaching out to you soon to provide more information and answer any questions you may have.

If you have any other questions or concerns, please don't hesitate to reach out to me directly. Thank you again for your interest in our partnership with [Partner Name].

Best,
[Your Name]

