

43 Highly Effective EMAIL CTAs



Booking a meeting via email? There's a perfect CTA here for you. For cold emails, use the **Interest CTA** to gauge their interest, then book 'em. Working on a deal? Use the **Specific CTA** to get your next meeting on the books.

Drop these CTAs on the end of your brilliantly crafted email and you're golden:

INTEREST CTAs FOR COLD EMAILS

1. Does it make sense to explore how we can [POSITIVE OUTCOME]?
2. Do you want to learn more about what [OUTCOME] could look like?
3. Are you open to learning how to get [DESIRED OUTCOME]?
4. Want to hear how [CO NAME] has helped teams in your space?
5. Does it make sense to chat about [POSITIVE OUTCOME]?
6. What sounds most intriguing to you about this?
7. Would you say this aligns with your top 2020 initiatives?
8. Does this sound like a solution that could help your team right now?
9. Are you interested in learning how [COMPETITOR 1] and [COMPETITOR 2] are achieving [POSITIVE OUTCOME]?
10. Is this a problem that your team faces right now?
11. Are you interested in learning more about [DESIRED OUTCOME]?
12. Would it help your team if they could [OUTCOME]?
13. Is this something that's top of mind for you now?
14. Interested in unpacking how we can help with [PAIN]?
15. Do you want to discuss how [PRODUCT CATEGORY] can help your team?
16. Are you interested in exploring this solution?
17. Are you open to learning more about solutions involving [PRODUCT CATEGORY]?
18. Does your team have experience using [TYPE OF SOLUTION] to solve [BUSINESS PAIN]?
19. Are you game to explore how [COMPANY NAME] can help with this?
20. Could [SOLUTION] help your team [OUTCOME] faster?
21. Is this worth exploring?
22. Would achieving [OUTCOME] help your team deliver on its [INITIATIVE]?
23. Does this sound like something that could boost your [INITIATIVE]?
24. Is [POSITIVE OUTCOME] something you're interested in?
25. Have you tried [TYPE OF SOLUTION] before?
26. What's your reaction to solving [BUSINESS PAIN]?
27. How is [PAIN] preventing you from [BUSINESS OBJECTIVE] today?

SPECIFIC CTAS FOR DEALS

28. How about a quick call on [DAY/TIME]?
29. Do you have time on [DAY/TIME] to meet?
30. Are you available to discuss on [DAY/TIME]?
31. Is [DAY/TIME] open on your end?
32. How's your calendar look on [DAY/TIME] to meet?
33. Let's cover everything you want to know about [X] on [DAY/TIME]. Does that work on your end?
34. If I can deliver [X] at a meeting on [DAY/TIME], will that work?
35. Would getting [X] by [DAY/TIME] help you move things forward?
36. Please let me know whether [DAY/TIME] is the easiest time for us to connect.
37. Is there a day this week that's easier for you than [DAY/TIME]?
38. Would you like to meet on [DAY/TIME]?
39. Does a call on [DAY/TIME] work for you?
40. Can we make a plan to get together on [DAY/TIME]?
41. How's [DAY/TIME] look on your end to chat?
42. Do you have 30 minutes to hash this out on [DAY/TIME]?
43. Are you available to connect on [DAY/TIME]?



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