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101
WORDS &
PHRASES

That Help You Write
Impactful Sales Emails

KWESI SAKYI-GYINAE

About us

Katallyze is a leader in B2B sales and lead generation. We help our customers to find, connect and develop relationships with their most valuable prospects.

We do this by developing sales scripts and playbooks that help B2B companies get more leads & grow their business. We've helped customers all over the world in the US, Canada, and Europe in a wide variety of industries.

If you're looking to develop cold email scripts, cold call scripts or outbound prospecting playbooks, we'd be happy to help. Best way to start is to **book a free strategy session with me: katallyze.io/free-consultation**

Or you send me a direct email me: kwesi@katallyze.io.

Keep doing great work!

Kwesi

Kwesi Sakyi-Gyinae

Founder & CEO, Katallyze



Use short words

1. Is able to → can
2. Lack the ability to → can't
3. Take into consideration → consider
4. In addition to → also
5. Point to the fact → note
6. As a matter of fact → in fact
7. Once every week → weekly
8. At the time → when
9. Is a person → who is
10. In order to → to
11. Is able to → can
12. Referred to as → called
13. With the possible exception → except
14. For the reason that → because
15. Has the capability to → can
16. Prior to → before
17. Points to the fact that → shows
18. In the very near future → soon
19. In favor of → for
20. Right now → now
21. At a later time → later
22. Sometime in the immediate future → soon
23. Over a period of → in
24. Day by day → daily

Use active verbs

25. “Marketing **will be impacted** by holidays” → Holidays impact marketing

26. “Success **will be determined** by your contribution” → You contribution helps us succeed

27. “Our software is yet **to be improved**” → We’ll improve our software

28. “Your account **will be followed** by true fans” → True fans will follow your account

29. The product can **be consumed** by infants” → Infants can consume the product

30. “Your response **will be appreciated**” → We appreciate your response

31. “Sales **will be increased** with new training” → Training increases sales

32. “Poor staff results **will be eliminated**” → We eliminate poor staff results

33. “Our team **is helped** by consultants.” → Consultants help us

34. “Alerts **will be triggered** when outlier events are noticed.” → Outlier events trigger alerts

35. “The award **was given** to us” → We received the award

Use simpler phrases

36. Put it in writing → write
37. As of today → today
38. Determined the truth of → verified
39. Give permission to → permit
40. Held a meeting → met
41. Proved of benefit to → benefited
42. Put in an appearance → appeared
43. Reached an agreement → agreed
44. Submitted a proposal → proposed
45. Take into consideration → consider
46. Together with all features → includes
47. My team and I → we
48. Served us a notice → notified
49. In consultation with → consulted
50. In light of what we discussed → As discussed
51. Will be put into summary → summarised

Use simpler words

- 52. Requirements → needs
- 53. Approximately → about
- 54. Increase → gain
- 55. Consume → use
- 56. Consumption → use
- 57. However → but
- 58. Provide → share
- 59. Request → ask
- 60. Utilize → use
- 61. Numerous → many
- 62. Facilitate → ease
- 63. Remainder → rest
- 64. Initial → first
- 65. Initiate → begin or start
- 66. Implement → do
- 67. Sufficient → enough
- 68. Attempt → try
- 69. Supplement → add
- 70. Concur - agree
- 71. Acknowledge - confirm
- 72. Eliminate → lose
- 73. Significant → vital
- 74. Empower → help

Avoid adverbs such as:

75. Essentially

76. Quickly

77. Intentionally

78. Importantly

79. Basically

80. Normally

81. Interestingly

82. Precisely

83. Exactly

84. Swiftly

85. Happily

86. Dramatically

87. Significantly

88. Profoundly

89. Helpfully

90. Literally

Avoid these phrases

91. I'm writing to you because
92. In other words
93. The reason this is important is that
94. In my honest opinion
95. Put differently
96. All things being equal
97. Needless to say
98. At the end of the day
99. As a matter of fact
100. The fact of the matter is
101. To put it in summary

Conclusion

So there you have it!

Try these words and phrases and let me know how they work out for you.

Keep doing great work!

Kwesi

P.S.: If you'd still like help with target customer analysis and custom lead research, I'd be happy to help. **Best way to start is to book a free strategy session with me: katallyze.io/free-consultation**