**// SkillSet *powered by* Trustworthy Selling, Email Templates for Sales**

**Intro Email about SkillSet:**

Hi [First Name],

I hope your week is going well! I wanted to reach out to let you know about a new sales effectiveness training product we offer. [SkillSet *powered by* Trustworthy Selling](https://www.limra.com/en/solutions-and-services/onboarding-and-development/sales-effectiveness/trustworthy-selling/), is a one-day sales efficiency training program designed for sales professionals who have been in the career for 5 years or less.

SkillSet is easy to implement and easy to execute with flexible delivery options, this course can be completed in a live classroom setting or virtually. The course focuses on the core sales effectiveness skills of business development strategies and collaborative discovery, with the goal of helping sales professionals get in front of the right potential clients, build trust quickly, and identify the needs of the potential client through the art of questioning.

Are you interested in learning more about how to sharpen your sales professionals’ skills to drive higher productivity in 2024? I am happy to set up some time to chat more about this new course and all it has to offer.

I look forward to hearing from you and scheduling time with you to share more about [SkillSet *powered by* Trustworthy Selling](https://www.limra.com/en/solutions-and-services/onboarding-and-development/sales-effectiveness/trustworthy-selling/).

Thank you,

[Sales team member name]

**Follow up to intro email (if no initial response):**

Hi again [First Name],

I wanted to quickly follow up on my previous email about our newest sales effectiveness training product – [SkillSet *powered by* Trustworthy Selling.](https://www.limra.com/en/solutions-and-services/onboarding-and-development/sales-effectiveness/trustworthy-selling/)

This one-day course covers the essentials of business development and collaborative discovery and can be completed in person or virtually. Effectively retain sales professionals within their first 5 years in the industry with SkillSet.

To learn more about [SkillSet’s capabilities and product features](https://www.limra.com/en/solutions-and-services/onboarding-and-development/sales-effectiveness/trustworthy-selling/), please let me know when you are available for a call to go over details.

Thank you,

[Sales team member name]