

Follow Up After Cold Call Template

Subject Line: Great Speaking with You, Looking Forward to Assisting!

Hi *[contact name]*,

Thanks for taking the time *[day you spoke with prospect]*, it was a pleasure speaking with you and learning more about *[organization name/something notable from the conversation]*.

Per our conversation, we help *[your main audience/customer base] [problem or pain point your product or service solves]* through *[solution your product or service provides + unique selling proposition]*.

I'd like to go ahead and schedule a *[consultation/interest call/product demo]* to better understand your needs and how we can assist. You can reply directly or use that Schedule Appointment button in my signature to get on the calendar.

Look forward to connecting and feel free to reach out with any questions in the meantime!

Talk soon,

[Email signature]

Follow Up on Voicemail Template

Subject Line: Hi *[contact name]*; Looks Like I Missed You!

Hi *[contact name]*,

Hope all is well in your world. Just checking in to see if you got my voicemail *[time it was sent]*.
If not, no worries at all.

In case you missed it, we help *[your main audience/customer base]* *[problem or pain point your product or service solves]* through *[solution your product or service provides + unique selling proposition]*.

I'd love to schedule a *[consultation/interest call/product demo]* to better understand your needs and if we can assist. You can reply directly or use that Schedule Appointment button in my signature to get on the calendar.

I understand how busy we can all get, so if I don't hear from you I'll try giving you a call back in the next few days.

Look forward to connecting!

Thank you,

[Email signature]

Lead Follow Up Email Template After an Inbound Conversation

Subject Line: Great Speaking with You, Looking Forward to Assisting!

Hi *[contact name]*,

It was a pleasure speaking with you *[time you spoke with them]* and learning more about *[organization name/something notable from the conversation]*.

Per our conversation, we can definitely help you out with *[problem or pain point your product or service solves]*. In the meantime, here are the next steps:

[OPTION 1]: I'd like to go ahead and schedule a *[consultation/interest call/product demo]* to better understand your needs and show you how we can assist. You can reply directly with a time request or use that Schedule Appointment button in my signature to get on the calendar.

[OPTION 2]: We can go ahead and provide you with a *[quote/estimate/proposal]*. I'll just need *[describe underwriting requirements or info needed for pricing]*.

Look forward to assisting and feel free to reach out with any questions in the meantime!

Talk soon,

[Email signature]

Response to Marketing Qualifying Event Template

Subject Line: Thanks for Your Interest!

Hi *[contact name]*,

We noticed you recently *[downloaded an asset/subscribed to a newsletter/engaged with social content/viewed our landing page]* and wanted to reach out directly.

I assume you can relate to the challenge of *[problem or pain point your product or service solves]*.
I've gone ahead and attached *[web link/sales or marketing material]* outlining those exact pain points and how our *[solution your product or service provides + unique selling proposition]* helps *[desired outcome or benefit of your product or service]*.

Feel free to reach out directly if you have any questions or use that Schedule Appointment button in my signature to get on the calendar for a *[consultation/interest call/product demo]*.

Thank you,

[Email signature]

Response to Sales Qualifying Event Template

Subject Line: Thanks for Your Interest!

Hi *[contact name]*,

Thank you for *[reaching out/submitting an interest or pricing form/signing up for a meeting]*,
I look forward to assisting.

[OPTION 1]: I'd like to go ahead and schedule a *[consultation/interest call/product demo]* to better understand your needs and show you how we can assist. You can reply directly with a time request or use that Schedule Appointment button in my signature to get on the calendar.

[OPTION 2]: I'm happy to go ahead and provide you with a *[quote/estimate/proposal]*. I'll just need *[describe underwriting requirements or info needed for pricing]*.

[OPTION 3]: I look forward to meeting you directly during our *[consultation/interest call/product demo]* and showing you how we can support your needs. In the meantime, to better prepare for the call, *[describe the information you need or tasks they can do to prepare for the call]*.

Feel free to reach out with any questions you might have.

Talk soon,

[Email signature]

Follow Up on Quote Email Template

Subject Line: Checking in with *[contact name]*

Hi *[contact name]*,

I wanted to reach out regarding the quote I sent you *[time you sent it]* to see where you and your team are at, and if you had any questions or concerns regarding pricing.

Based on the pain points you've expressed regarding *[challenge lead would like to solve]*, I believe we can be a great fit for *[lead's organization name]*.

Let me know if you'd like to hop on a call or schedule a meeting to discuss further.

Talk soon,

[Email signature]

Estimate Follow Up Email Template

Subject Line: Checking in with *[contact name]*

Hi *[contact name]*,

I wanted to reach out regarding the estimate I sent you *[time you sent it]*.

[OPTION 1]: I understand you were waiting to get information regarding *[something they need to find out regarding their needs that could impact pricing]*. Once I have that I can send more accurate quotes.

[OPTION 2]: Depending on whether or not you need *[something specific they were considering that could impact pricing]*, we may *[be able to reduce the cost a little/have to increase the pricing just a bit]*.

[OPTION 3]: If you are ready to go through with the engagement I can send over the contract for signature and we can get moving on this.

Let me know if you'd like to hop on a call or schedule a meeting to discuss further.

Thank you,

[Email signature]

Contract Follow Up Email Template

Subject Line: Checking in with *[contact name]*

Hi *[contact name]*,

I wanted to reach out regarding that contract I sent for signature *[time contract was sent]*.

Once you're signed on we can *[begin the onboarding process/start your desired projects/get our products shipped out to you]*.

Let me know if you have an estimated time table to start the engagement or if there are any concerns you're having regarding the contract terms.

I'd be happy to hop on a call or schedule a meeting to discuss further.

Talk soon,

[Email signature]

Follow Up Email After Sales Prospect Meeting Template

Subject Line: Thank You for Meeting to Discuss a Partnership

Hi *[contact name]*,

It was a pleasure speaking with you *[when you had your meeting]*. I enjoyed learning more about *[something you discussed during the meeting]* and showcasing our *[products or services]*.

Per our conversation regarding next steps:

[OPTION 1]: I've attached quotes here that outline our pricing and what's all included. If you're ready to move forward, I can send over our contract agreement for your signature.

[OPTION 2]: In order to get you accurate pricing, I'll need the following information. *[Describe info needed for pricing]*.

[OPTION 3]: Since you indicated that you're ready to go through with the engagement, I've attached our service contract for your signature. Once signed, we can begin *[onboarding/getting everything needed to start]*.

In the meantime, let me know if you have any questions or concerns. I'll send a follow-up if I don't hear from you in the next week or so.

Thank you,

[Email signature]

Follow Up Email After Product Demo Template

Subject Line: Thank You for the Product Demo Opportunity

Hi *[contact name]*,

It was a pleasure demonstrating our product to you *[when you had your meeting]*. I hope you got some value from learning about *[key product features the prospect was interested in]*.

Per our conversation regarding next steps:

[OPTION 1]: I've attached quotes here that outline our pricing for *[product name]*. If you're ready to move forward, I can send over our contract agreement for your signature.

[OPTION 2]: In order to get you accurate pricing for *[product name]*, I'll need the following information. *[Describe info needed for pricing]*.

[OPTION 3]: Since you indicated that you're ready to go through with the engagement, I've attached our service contract for your signature. Once signed, we can begin *[onboarding/the delivery process]*.

In the meantime, let me know if you have any questions or concerns. I'll send a follow-up if I don't hear from you in the next week or so.

Thank you,

[Email signature]

Follow Up Email Template for Networking Event

Subject Line: It Was a Pleasure Meeting You at *[event name]*

Hi *[contact name]*,

It was great meeting you at the *[event name] [when the event took place]*. I wanted to continue the conversation we had regarding *[something you talked about at the event]*.

[OPTION 1]: Per what I gathered when we talked, I think my business can assist. We help *[your main audience/customer base] [problem or pain point your product or service solves]* through *[solution your product or service provides + unique selling proposition]*.

[OPTION 2]: Sounds like we both work with similar *[customers or businesses]* and could offer a great referral network to one another.

[OPTION 3]: Sounds like we could work well with one another, particularly for *[describe a way you could partner with the person]*.

I'd love to schedule a *[consultation/interest call/product demo/one-to-one call]* to *[better understand your needs/see how we can help each other out]*. You can reply directly or use the Schedule Appointment button in my signature to get on the calendar.

Look forward to connecting!

Thank you,

[Email signature]

Email Follow Up Templates for Tradeshows

Subject Line: It Was a Pleasure Meeting You at *[trade show name]*

Hi *[contact name]*,

It was great meeting you and exchanging business cards at the *[trade show name] [when the event took place]*. I wanted to continue the conversation we had regarding *[something you talked about at the event]*.

[OPTION 1]: Per what I gathered when we talked, I think my business can assist. We help *[your main audience/customer base] [problem or pain point your product or service solves]* through *[solution your product or service provides + unique selling proposition]*.

[OPTION 2]: I was interested in your *[product or service name]* solutions to use for my *[operation or business]*.

[OPTION 3]: Sounds like we both work with similar *[customers or businesses]* and could offer a great referral network to one another.

[OPTION 4]: Sounds like we could work well with one another, particularly for *[describe how you could partner with the person]*.

I'd love to schedule a *[consultation/interest call/product demo/one-to-one call]* to *[better understand your needs/learn more about your offerings/see how we can help each other out]*. You can reply directly or use the Schedule Appointment button in my signature to get on the calendar.

Look forward to connecting!

Thank you,

[Email signature]

Ticket Resolved Email Template

Subject Line: Your *[type of inquiry]* Inquiry Has Been Resolved.

Hi *[customer name]*,

Thank you for bringing *[describe the issue]* to our attention. We are sorry for any inconvenience this may have caused.

We wanted to let you know that *[your inquiry/ticket#]* has been fully resolved and closed out. It appears that *[describe what caused the issue]*. We fixed this by *[describe how you fixed the issue]* and can assure you it should not happen again.

[OPTIONAL OFFER]: *[Your company name]* would like to offer you *[describe product, service, or promotional offer]* as a sign of appreciation. You can get this by *[briefly describe the process of retrieving the offer]*.

If you have any questions or additional concerns feel free to reach out directly.

Thank you,

[Email signature]

Customer Check-in Follow Up Template

Subject Line: Hi *[customer name]*, Just Checking In

Hi *[customer name]*,

I hope all has been well since we last spoke. I just wanted to check in to see how you're doing and make sure our *[product or service name]* has been meeting your needs.

[OPTIONAL VALUE PROPOSITION]: I also wanted to let you know about a new *[offer/product/service/add-on]* we are providing.

[Describe the new product, service, promotional offer, or product add-on]. Let me know if you're interested and I can let you know more about next steps.

As always, feel free to reach out if you have any questions or concerns regarding how we can help *[you/your business]* out.

Thank you,

[Email signature]

Follow-Up on Upsell Attempt Template

Subject Line: Coming Back to See About *[product or service you attempted to up or cross-sell]*

Hi *[customer name]*,

I'm just coming back to that offer we made *[when the upsell or cross-sell attempt took place]* for *[product or service you tried to sell]*.

Like I mentioned before, the *[product or service]* can help you better *[solve {indicate pain point}/meet your {indicate objectives}]*. *[Describe the value of accepting the offer]*.

Customers who have adopted *[product or service you tried to sell]* reaped valuable benefits like *[outcomes with possible metrics]*, and I'm confident it can do the same for you.

Let me know what you think and as always, feel free to reach out if you have any questions or concerns.

Thank you,

[Email signature]

Final Sales Follow Up Emails Template

Hi *[contact name]*,

Hope all is well! As I'm confident in the value we can offer, I wanted to try you one more time regarding

[OPTION 1/COLD LEAD]: how we can help you address *[problem or pain point your product or service solves]* through *[solution your product or service provides + unique selling proposition]*. I am confident we can add tremendous value to *[you/your business]* and I'd love to showcase it with a *[consultation/interest call/product demo]*.

You can reply directly with a time request or use the Schedule Appointment button in my signature to get on the calendar.

[OPTION 2/WARM LEAD]: the *[estimate/quote/contract/proposal]* I sent *[when you sent the proposal]*. If you have any questions, concerns, or hesitations, please let me know. Otherwise, I'll wait a few days and close out your file.

Thank you,

[Email signature]

Former Customer Follow Up Template

Subject Line: Hi *[contact name]*, It's Been a While—I Have New Info to Share

Hi *[contact name]*,

It's certainly been a while since we last spoke. Hope all has been well in your world.

Though I'm aware you left us as a *[customer/client] [when they left you]*, I did want to reconnect regarding a new offering that may be of interest to you.

We recently *[launched/started]* a *[name of new offering]*. It allows our customers to *[describe the offering and how customers can benefit from the product, service, add-on, or promotion]*—something that definitely would appeal to you.

Let me know if you're interested in learning more and as always, feel free to reach out if you have any questions or concerns.

Thank you,

[Email signature]