

# STAND OUT & SELL MORE

Our most effective sales follow-up  
email templates



## Email #1

**Timing:** Send the day you set the meeting

**Subject:** You've got questions, we've got answers. ✓

Dear [First Name],

I'm looking forward to meeting you and learning more about your company. Oftentimes when I meet with \_\_\_\_\_[title], they have questions like \_\_\_\_\_, \_\_\_\_\_ & \_\_\_\_\_ (these could be your top 3 sales objections or the key factors why people choose you over your competitors). Therefore, I thought it would be helpful to share this document I created that addresses these questions and more! I hope you find it beneficial.

See you on \_\_\_\_\_ [date of meeting]!

[Your Name]

[Your Company]

[Your Phone]

[Your Email]

PS...I'd love to connect with you on LinkedIn. If we're not already connected, here's a link to my profile \_\_\_\_\_[link].

## Email #2

**Timing:** Send one day before the meeting

**Subject:** Get to know [Business Name] with these success stories. ?

Hello [First Name],  
I'm excited to meet with

you tomorrow and learn more about you and your business!

One of the questions I typically hear when meeting with a prospective customer is, 'Do you have any success stories you can share?' It turns out I have a ton, but this is one of my favorites: \_\_\_\_ [include a link to case study blog, video testimonial, pdf you created, etc.] I hope you enjoy it! And who knows? Maybe we'll have an opportunity to tell your story in the future too!

See you tomorrow,  
[Your Name]  
[Your Company]  
[Your Phone]  
[Your Email]

## Email #3

**Timing:** Send immediately following your meeting

**Subject:** Thanks for a great meeting! "

Dear [First Name],

Thank you! It was a pleasure meeting with you and learning more about your business. I was really impressed by \_\_\_\_\_ and how you \_\_\_\_\_. I am also excited about the opportunity to work with you and feel confident we can help solve \_\_\_\_\_[problem] and help you feel \_\_\_\_\_[how will they feel after working with you and what impact will your products/services have on them?].

As we discussed in our meeting, I will plan to follow up with you on \_\_\_\_\_[date] at \_\_\_\_\_[time]. I'll send you a calendar reminder as well.

Thank You,  
[Your Name]  
[Your Company]  
[Your Phone]  
[Your Email]

PS...Did you know \_\_\_\_\_[companies or people] who \_\_\_\_\_ [utilize your product or service or engage with a service provider like you] typically experience \_\_\_\_\_[results]? It's true. Check out this recent article from \_\_\_\_\_[include link from an article that substantiates the products/services you provide - this can be industry focused as well].

## Email #4

**Timing:** If your prospect stops responding to your calls/emails, use this email template.

**Subject:** I'd love to know your thoughts.?

Hi [First Name],

I don't know if you saw this article that appeared today in \_\_\_\_\_[news outlet]. It's related to the issue we were talking about.

[Link to article]

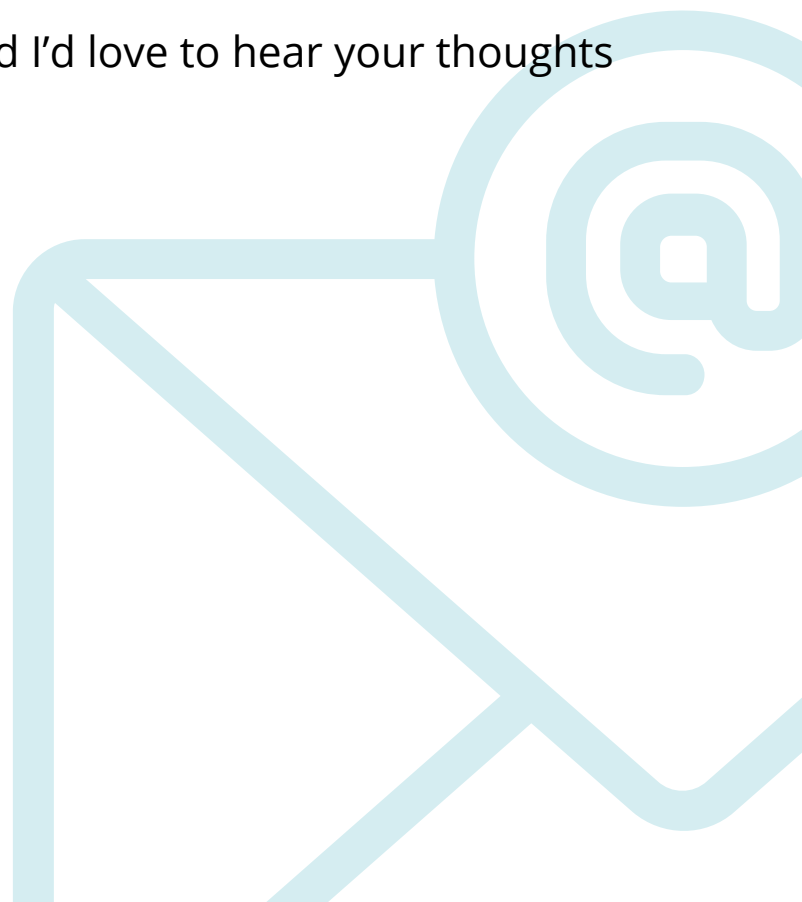
I hope you find it interesting and I'd love to hear your thoughts on it!

Thank You, [Your Name]

[Your Company]

[Your Phone]

[Your Email]



## Email #5

**Timing:** If your prospect is still unresponsive, follow up with this email template.

**Subject:** What if we removed \_\_\_\_\_[sales objection]?  
[First Name],

I'm curious...If we removed \_\_\_\_\_[sales objection] out of the equation for one second, what are your thoughts on \_\_\_\_\_[our product/service]?

Thank you in advance for your feedback!

[Your Name]  
[Your Company]  
[Your Phone]  
[Your Email]



## Email #6

**Timing:** If your prospect is unresponsive after several failed attempts to reconnect, use this email template.

**Subject:** Bueller?

Hello [First Name],

Do you remember that scene in the movie Ferris Bueller's Day Off where Ben Stein's character is doing roll call and calls Bueller's name multiple times but gets no response? I certainly don't want to be that guy but I'm in a bit of a quandry. Can you do me a favor and let me know where you are at with your decision regarding our proposal?

Thank You,

[Your Name]

[Your Company]

[Your Phone]

[Your Email]

