**

Subject line: Next Steps to Help You with [X]

Dear \_\_\_\_,

Thanks for taking the time to talk to me on [date of conversation].

I really enjoyed learning about [conversation takeaway]. As I mentioned on the phone, I know from [something that makes you credible], that [define prospect’s pain point]. In the past year we’ve worked with companies like [similar companies] to help them achieve [the number one benefit you can provide], and after talking with you, I believe we might be able to help [prospect’s company name] as well.

Per our discussion, I’ve attached some additional information about how we can [reinforce benefit number one].

Please look it over and reply to this email or call me at [phone number] if you have any questions.

(If applicable) Otherwise, l look forward to talking with you again on [scheduled date and time agreed upon during initial phone call]

Regards,

[Name]