## **Cold Call Sales Follow-up Email Template**

*Subject line: Hi [Prospect name], I’m glad we had a chance to connect.*

*Dear \_\_\_\_,*

*I’m glad we had a chance to connect on [date of conversation], and I appreciate you taking the time to share a little about your business.*

*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]*