## **External Event Sales Follow-up Email Template**

*Subject line: Congrats on [noteworthy event], [reason it’s noteworthy].*

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

*I just wanted to take a minute to reach out and congratulate you on [newsworthy event]. At our company, we always get excited when we read about what’s happening with other businesses and I just wanted to say congrats!*

*In addition, I just wanted to touch base to see if we can help you as you grow and expand. In the past year, we’ve worked with companies like [similar companies] to help them achieve [the number one benefit you can provide] and was thinking we might be able to help you as well.*

*I’m not sure if this is a fit, but if you’d like I can [offer or other reason the prospect should take action].*

*Please reply to this email, call me at [phone number] or learn more about us at our website at [website link].*

*I look forward to hearing from you,*

*[Name]*