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

*Subject: Have I done something wrong?*

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

*It has been a while since we last connected and I wanted to follow-up to see if you were still in need of a solution for [prospect’s pain point]. You were previously interested in our [product / service] and how it could help with [the number one benefit you provide].*

*Is this still an area of interest for you?*

*Please let me know if I may continue to follow-up.*

*[Name]*