

11 Sales Follow-Up Email Templates

1. Following Up on a Cold Call

Subject: Great Speaking with You Today

Hi *[contact name]*,

Thank you for taking the time to speak with me today. I enjoyed learning more about what *[lead organization]* does in terms of *[something notable the organization does]*.

Per our conversation, we help businesses like yours *[problem that your product/service solves]* by *[solution that your product/service provides or unique selling proposition]*.

I've attached a *[marketing or sales material]* for you to check out to learn more about our offerings. I'll try and reconnect with you in *[time frame to reach out again]*.

In the meantime, if you want a full *[sales presentation or product demonstration]* you can reach out to me or use that Schedule Appointment button in my signature to get on the schedule.

Feel free to reach out if you have any questions.

Thank you,

[Email Signature]

2. Following Up on a Cold Voicemail

Subject: Hi *[contact name]*, Sorry I Missed You!

Hi *[contact name]*,

Hope all is well with you. I wanted to follow up on a voicemail I sent you *[timeframe voicemail was sent]* looking to discuss your *[function/area of a business you help with/problem you solve]* needs.

Like I mentioned in the voicemail, we help businesses like yours *[problem that your product/service solves]* by *[solution that your product/service provides or unique selling proposition]*.

Please give me a call back at *[your phone number]* or respond to this email so we can get the conversation started.

I understand how busy we all get, so I'll give you a call back in *[timeframe]* days if I don't hear from you.

You also can use that Schedule Appointment button in my signature to schedule a call with me so we don't have to play phone tag.

Thank you,

[Email Signature]

3. Responding to a Web Inquiry

Subject: Thank you for your interest!

Hi **[contact name]**,

Thank you for your submission and for expressing interest in what we have to offer. We help **[businesses like yours/customers like you]** with **[problems that your product/service solves]** by **[solution that your product/service provides or unique selling proposition]**.

I'd love to learn more about your needs by scheduling a call. Please let me know what kind of availability you have in the next week. You can also use that Schedule Appointment button in my signature to schedule a meeting if that's easier.

In the meantime, I've attached a **[marketing or sales material]** for you to check out to learn more about our business and how we help folks like you.

Looking forward to connecting with you!

Thank you,

[Email Signature]

4. Following Up After an Inbound Phone Conversation

Subject: Great Speaking with You Today!

Hi **[contact name]**,

Thank you for reaching out and speaking with me today.

Per our conversation, I think we can definitely help **[your business/you]** with your **[function of a business/problem that you solve]** needs. Please let me know when you're ready to receive price estimates or if you'd like to schedule a full **[sales presentation or product demonstration]**.

In the meantime, I've attached a **[marketing or sales material]** for you to check out to learn more about our offerings.

Let me know if you have any questions.

Thank you,

[Email Signature]

5. Responding to a Marketing Qualifying Event

Subject: Thank You for Your Interest!

Dear **[contact name]**,

Thank you for expressing interest in us by **[qualifying event]**.

We understand some of the pain points that **[problems that your product/service solves]** brings to **[businesses like yours/customers like you]**.

That's why we **[provide/offer/sell]** outstanding **[solutions that your product/service provides or unique selling proposition]**.

Attached is a **[marketing or sales material/website link]** for you to check out to learn more about our business and how we help folks like you.

Feel free to **[reach out or schedule an appointment]** to speak with one of our professionals if you have any questions or are interested in learning more. You can also use the scheduling link in my email signature to choose a time that works for you.

Look forward to hearing from you!

Thank you,

[Email Signature]

6. Reaching Out After a Business Event

Subject: Great Meeting You at [name of event]

Hi **[contact name]**,

It was a pleasure to meet you at the **[name of event]** last week. I enjoyed **[something you discussed with the lead or similar connection you had with them]**.

I know we only talked briefly about what **[name of your business]** does, so I wanted to send a brief overview.

We help **[target marketing]** businesses like yours with **[problem that your product/service solves]** by **[solution that your product/service provides or unique selling proposition]**.

I've also attached a **[marketing or sales material or link to website]** for you to check out to learn a little more about us.

Let me know if you have any questions or would like to schedule a call to learn more. You can also use the scheduling link in my email signature to choose a time that works for you.

Thank you,

[Email Signature]

7. Reaching Out After a Sales Meeting

Subject: It Was Great Speaking with You Today!

Hi **[contact name]**,

Thank you for taking the time to allow me to show you what we offer our customers with a **[product demonstration or sales presentation]**. I hope I was able to address your questions or concerns adequately.

Feel free to reach out if you are ready to receive pricing estimates or a proposal with everything you need to know about **[purchasing our product/service or enrolling in our platform/service]**.

In the meantime, I've attached a **[marketing or sales material or link to website]** for detailed information about our **[business, products, or services]** in case anything was missed in our meeting.

I'll follow up with you in **[time frame]** to discuss next steps. You can also use the scheduling link in my email signature to choose a time that works for you.

Let me know if you have any questions.

Thank you,

[Email Signature]

8. Reaching Out After a Sales Meeting

Subject: [Your company name] Proposal for [lead company name]

Hi **[contact name]**,

Thank you for taking the time to speak with me today. I enjoyed **[something you discussed with the lead or similar connection you had with them]**.

Per our conversation, attached is **[a quote/proposal/contract/price estimates]** for you to review. Please note that **[something you want to emphasize to the contact due to something brought up in your conversation with them or because of a recurring issue other leads have with your proposal]**.

I'll follow up with you in **[time frame]** to discuss next steps. Otherwise, feel free to reach out if you have any questions or concerns. You can also use the scheduling link in my email signature to choose a time that works for you.

Thank you,

[Email Signature]

9. Following Up on a Quote Proposal

Subject: Making Sure [Lead or company name] Received Our Proposal

Hi [contact name],

Hope all has been well since we last spoke. I wanted to loop around and make sure you received [those quotes/that proposal/the contract/those price estimates] I sent [time frame of when they were originally sent].

Feel free to let me know if you have any questions or are ready to go through with the next steps.

I understand that you may be busy so I'll give you a call in [time frame] I don't hear back from you. You can also use the scheduling link in my email signature to choose a time that works for you.

Thank you,

[Email Signature]

10. Final Follow-up Email

Subject: Should I Close Out Your File?

Hi [contact name],

Hope all has been well. I wanted to try reaching out one more time to see where you are in relation to [that proposal I sent you or setting up an appointment to discuss further or receiving pricing estimates].

I understand if you're busy, so let me know if you'd like me to reconnect with you sometime down the road and I'm happy to do so.

You can also let me know if you have chosen to take a different direction with your [product or service] needs in which case I totally understand and can close out your file.

I look forward to hearing from you.

Thank you,

[Email Signature]

11. Following Up After a Resolved Service Call

Subject: Thank You for Bringing This Issue to Our Attention

Hi [contact name],

Thank you for bringing the [specific issue] issue to our attention. We apologize for any inconvenience it may have caused. We hope you were satisfied with the service you received as we strive to offer premium support to our valued customers.

I did want to reach out and see if you had any other issues you needed to be resolved at this time or any questions I can assist with. Otherwise, we will go ahead and close out this support ticket.

I look forward to hearing from you.

Thank you,

[Email Signature]