

Email 1

Subject: NAME, here's your Follow-Up Playbook!

Hey [First Name],

Thanks for grabbing the Follow-Up Playbook.

That already puts you ahead of most salespeople, who never bother to fix their follow-up game.

Here's your download link:

-> [Open your playbook now](#)

Inside, you'll find simple, real-world ways to follow up that actually get responses and help you close deals that have gone quiet.

Over the next few days, I'll send you a few short emails to help you get the most out of it.

You'll also get tips that go beyond the playbook, including practical advice on how to re-engage cold leads, write stronger follow-ups, and close deals more consistently.

And if anything feels unclear or you get stuck, hit reply. I'll be here.

You know where to find me,

Gilly

The Sales Training Academy

Email 2

Subject: It wasn't your pitch. It was the silence after.

Hey [First Name],

You've probably had this happen.

The call feels solid.

They nod along, ask questions, and say they'll get back to you.

And then you hear nothing.

No reply comes through, and there's no feedback to work with. You're stuck wondering if the deal is dead or if they just got too busy to respond.

Here's what most sales people don't get.

You probably didn't lose the deal because of what you said.

The real reason is usually simpler.

It's not that they weren't interested.

Maybe they got busy, got distracted, or had a dozen other things on their plate.

Your job now is to follow up.

That's what separates you from 99% of salespeople who give up too soon.

And knowing how to follow up in a way that feels natural and actually gets responses is exactly what we cover inside the Follow-Up Playbook.

It gives you simple ways to stay in the conversation without sounding pushy or awkward and without hoping they come back on their own.

👉 [Grab it if you haven't yet](#)

Tomorrow I'll share one of my favorite follow-up lines. It's part of the same approach that's been shown to boost response rates by over 80% just by following up a few more times.

Make your follow-up count,

Gilly

The Sales Training Academy

Email 3

Subject: One sentence. Ten thousand dollars.

Hey [First Name],

Let me tell you something I learned the hard way.

A lot of the time, people actually do want to buy, they just need a better reason to say yes.

I had this one call where everything felt right.

They asked smart questions, seemed genuinely interested, and told me they'd think about it.

Then... radio silence.

No reply. No follow-up. Nothing.

I almost moved on, but instead I followed up with a short message. Nothing pushy.

Just a clear check-in that brought the deal back to life.

He got back to me and closed on the spot.

Ten thousand dollars, paid in full.

That one sentence didn't pressure him.

It gave him space and a reason to re-engage.

Want to see what made it work and how you can use it too?

You'll find lines like that inside the Playbook — simple things you can say that feel natural but still move the deal forward.

👉 [It's all in there](#)

Tomorrow I'll show you why your second follow-up matters even more than the first.

Let me know how it goes,

Gilly

The Sales Training Academy

Email 4

Subject: Most follow-ups die right here

Hey [First Name],

Here's something people don't talk about enough.

Most reps send one follow-up and stop there.

They follow up once, then wait around hoping for a reply.

When nothing happens, they give up and move on.

But the second follow-up is where most of the magic happens.

It's where things usually shift.

It's when you stay top of mind, show you're serious, and stand out from everyone else who gave up too soon.

When you skip that second message, leads drift away.

Not because they weren't interested, but because you slipped off their mind.

If you're not sure what to say or how to follow up without sounding pushy, that's exactly why I put together The Closing Playbook.

It helps you get clear on what to say, when to say it, and how to move stalled deals across the finish line.

👉 [Grab your free copy here](#)

Next time, I'll give you a follow-up line that moves the deal forward instead of stalling it.

Make it count,

Gilly

The Sales Training Academy