

Follow-Up Email Templates

Short follow-up email template

Template 1

Hi {{first_name}},

I hope you are doing well. I just wanted to know what you have thought about my suggestions regarding switching over to {{product_name}}. Let me know if I can be of help to you.

Best Regards,

{{Your_name}}

Post-meeting follow-up email template

Template 2

Hi {{first_name}},

I am writing to follow up on our last meeting regarding implementing {{product/service_name}} in your organization. Thanks for allowing me to connect with you on {{meeting_day}}.

As we discussed, I have checked with my manager and am glad to tell you that we will be happy to arrange {{special_request}} for you.

Do let me know if we can proceed.

Regards,

{{your_name}}

Template 3

Subject line: Are you prepared for a follow-up?

Hi {{prospect_name}},

I wish to thank you for your time and want to know how you would like to move the conversation ahead. In case you are still interested, kindly suggest what you want to do next.

Looking forward to your response,

{{Your_name}}

Template 4

In the template below, you can get an idea of how to follow up when you have the information that the client requested.

Subject line: Got the info you need

Hi {{prospect_name}},

Thank you for the opportunity to get in touch with you on {{day}}.

I spoke to my company's department, and they would be glad to be of assistance to you for {{request}}.

Kindly let me know who you would like to proceed further.

{{Your_name}}

Template 5

Subject line: Find the info you are looking for

Hi {{prospect_name}},

It was nice chatting with you on {{day}} and understanding the needs of your company.

As you wanted to know about {{information}} in our last conversation, I have attached it here.

Do let me know when you get a chance to look at it and want to speak to me to discuss.

Follow-up email after no response

Template 6

Hi {{first_name}},

I had sent you an email a while back about {{product/service_name}} and how it would be a perfect fit for your company.

Our existing clients have witnessed a 20% increase in sales with the help of our solution. In addition, we are offering a 10% discount and complete training.

If you want to know further details, please get in touch with me. I would be happy to discuss things in detail with you. I am looking forward to your response.

{{email_signature}}

Another follow up email after no response

Template 7

Hi {{prospect's_name}},

You are dealing with {{problem}}, so I thought of sharing an easy tip that most customers use.

{{Tip1

Tip 2

Tip 3}}

I have a few more ideas that I want to discuss with you. Do let me know if you are interested in knowing them.

Regards,

{{your_name}}

Template 8

Hi {{prospect's_name}},

I was quite surprised when I didn't hear from you. I'm sure the previous email about {{product_name}} was quite insightful, and you want to know more about our solution and how it helps get rid of {{prospects'_problem}}.

I want to share a blog post on {{topic}} as I felt that it would be quite useful to you.

Regards,

{{your_name}}

Follow-up email template asking for a referral

Template 9

Hi {{prospect's_name}}

I emailed you a few days back about {{your_company/product_name}}, and it was only later that I realized I might be knocking on the wrong door.

My firm provides solutions for {{explain_offer}} which can be useful for your company. Are you the concerned person in this regard? If not, could you please help me reach the right person? I am looking forward to your reply.

Regards,

{{your_name}}

Template 10

Hi {{prospect's_name}},

I am writing again as I didn't hear back from you. Can we connect when you are free someday? If not, can you please lead me to the concerned person?

I will be very thankful to you for your help.

Regards,

{{your_name}}

After trigger follow up

Template 11

Hi {{prospect's_name}}

I feel that you had a look at my previous email and our company's website, so I thought I must get in touch with you again.

Do you want to know how {{product_name}} can help {{prospect's_company}} to {{benefit}}? I will be glad to get on a quick call to discuss this further when you are free. Would you mind letting me know which time suits you?

Template 12

Hi {{prospect's_name}}

I realized that you read my previous email and wanted to look at our product online, so I thought of reaching out to you again.

Have you thought a bit about switching over to {{product_name}}? In case there are any doubts, I will be glad to clear them. Would it be possible for you to connect on a quick call any time this week?

Regards,

{{your_name}}

Template 13

Subject line: Do you require more information?

Hi {{prospect_name}},

I came to know that you read my last email and had a look at our website, so I felt that I should reach out to you once more.

Did you think about my proposal once more? I would be happy if you wish to connect with me on the phone and discuss the proposal.

Please tell me when I can schedule a call.

{{your_name}}

Template 14

Subject line: May I help you with <pain point>?

Hi {{prospect_name}},

I know that you read my previous email and visited our website to glance at <product or service>. I, therefore, felt like connecting with you again.

Our {{product_name}} can help in improving {{objective}} and addresses {{pain_point}}

Please let me know if you have time to speak over the phone to look at how {{client}} benefitted from our tool.

Looking forward to hearing from you.

{{Your_name}}

After-event follow up email template

Template 15

Hi {{prospect's_name}},

It was wonderful meeting you at {{event_name}}, and our discussion was quite in-depth. I thought that it would be better to take it forward as {{reason}} Are you having the time to meet for a cup of coffee next week? Here is a link to my calendar. You can pick a date and time that is convenient for you {{calendar_link}}.

I am looking forward to hearing from you.

Regards,

{{your_name}}

Template 16

Hi {{prospect's_name}},

It was a pleasure to connect with you at {{event_name}}.

I gave a thought to what you were saying about {{pain_point}} and felt that you should go through this case study to understand how {{product/service}} has helped a {{competitor_company}} get a 10% increase in sales.

Let me know if it is useful.

Regards,

{{your_name}}

Template 17

Hi {{prospect's_name}},

I hope you remember that we met at {{event_name}}.

It was nice discussing how you can improve your organization's workflow by making simple tweaks. I have many more ideas that will fetch you great results if implemented right.

Will it be possible for you to meet over coffee to discuss those ideas in detail?

Regards,

{{your_name}}

Template 18

Subject line: Here is the info about {{company_name}} that you needed

Hi {{prospect_name}},

I hope you enjoyed attending the conference and I want to thank you for showing interest in our company.

I am sure that you want to improve your company's {{objective}} and that is why I wanted to get in touch with you.

Please find the information you need attached below. If you require any other

Follow-up email after leaving voicemail

Template 19

Hi {{prospect_name}},

I tried calling you, but I think you are occupied, so I left you a voicemail. I came across your {{prospect's_action}} and wanted to share some tips about how you improve {{tips}}

Please call me back on this number when you are free – {{phone_number}} or let me know the right time for me to give you a ring.

I am looking forward to hearing from you.

Regards,

{{your_name}}

Template 20

Subject line: I was trying to call you

Hi {{prospect_name}},

I was trying to connect to you over the phone but couldn't reach you. I know that you are busy and would not bother you.

Please call me back on {{phone_number}} or let me know when I can give you a ring.

I am looking forward to your reply.

{{Your_name}}

Follow-up email after demo

Template 21

Hi {{prospect's name}},

It was nice talking to you today.

To proceed further, you can start the trial to understand {{your_product}} better. Our team can add the custom features you requested to prevent affecting your workflow.

Please let me know when we can go ahead.

Regards,

{{your_name}}

Template 22

Hi {{prospect's_name}},

It was a pleasure talking to you today and knowing how your company functions.

I have collected the information you requested, and I am sure you will find it useful.

Please find it attached.

If you have any queries, feel free to contact me. I will be happy to answer your questions.

Regards,

{{your_name}}

Template 23

Hi {{prospect's_name}},

Thank you so much for attending the demo. It was nice talking to you.

I want to give a short recap of the benefits of the {{product_name}} that we are customizing for {{prospect's_company}}

{{mention_benefits}}

If you require more information and have any concerns, please reach me. I will be glad to be of help to you.

Regards,

{{your_name}}

Following up to find the right prospect

Template 24

Subject line: Hope that you direct me right

Hi {{prospect_name}},

I had sent you an email a few days back about {{product}}, and I feel that I may be on the wrong track. My company has {{product}} to offer that would help fit into your firm's requirements.

Are you the right person to discuss the features of {{product}}? If not, can you please guide me to the decision-maker?

Looking forward to hearing from you.

{{Your_name}}

Template 25

Subject: Can you help me out?

Hi {{prospect_name}},

I reached out to you a few days back about {{product}}, and I felt that I should check whether you are the right person to discuss this. If not, can you please help me reach the right person?

Thanks

{{your_name}}

Template 26

Subject Line: The right individual to reach out to

Hi {{prospect_name}} ,

As I didn't hear back from any of your team members, I want to know whether I am talking to the appropriate person or not. If yes, can we schedule a meeting this week? In case I am on the wrong track, can you please connect me to the right person?

Regards,

{{Your_name}}

Following up when a prospect needs to consult others**Template 27**

Subject line: Here is more information about {{company_name}}

Hi {{prospect_name}},

Thank you so much for taking time out on {{day}}. I am pretty excited about how our relationship would take off.

That day you said that you have to consult with {{person}} before proceeding further with the deal. Can I know what {{person}} said about my company's proposal?

Can we fix a face-to-face meeting to discuss how we can proceed?

Regards,

{{your_name}}

Following up with prospects who asked to reach out after sometime

Template 28

Hi {{prospect's_name}},

I hope you are doing well. When we spoke last time about {{product/service}}, you thought our solution was not the right fit for your requirements. We are glad to let you know that we have a new feature that you would find useful. {{explain_feature}}

Our solution will now be of better use to you. It would help you {{achieve_specific_goal}}.

Please let us know, and we will set up a trial account for you.

Regards,

{{your_name}}

Template 29

Hi {{prospect's_name}},

The last time when we discussed the benefits of implementing {{product/service_name}}, you suggested that we should wait for the right time and asked me to connect after a month.

Can we please pick up from where we left our conversation?

Looking forward to hearing from you.

Regards,

{{your_name}}

Template 30

Hi {{name_prospect}},

I know that you asked me to get back to you after 2 months. But I am reaching out sooner as there are a lot of new ideas to discuss with you on how to boost sales in a short period.

Can I discuss the ideas with you on a 10-minute call? Please let me know when you are available.

Regards,

{{your_name}}

Follow-up email after sending a quote

Template 31

Hi {{prospect_name}},

I had sent you a quote for {{product/service_name}} on {{date}}, and I wanted to follow up to remind you what all our solution has to offer,

{{feature_1}}

{{feature_2}}

{{feature_3}}

In case there are any concerns, please feel free to contact me.

Regards,

{{your_name}}

Follow-up email template when a prospect goes silent after showing interest

Template 32

Hi {{prospect_name}},

We had last discussed {{mention_what_you_discussed}}, and I have not been able to reach you since then.

This means that you are either not interested or don't have the time to respond. If you want to continue our discussion from where we left, please let me know.

Thanks & Regards,

{{Your_name}}

Following up to provide more information after an initial call

Template 33

Hi {{prospect_name}},,

It was great connecting with you. I am sharing some resources with you,

- A [PowerPoint presentation](#)
- A complete revenue report of your company

Feel free to share them with your team members.

Regards,

{{your_name}}

Following up using the excuse of a new blog

Template 34

Subject line: How {{product}} boosts profit?

Hi {{prospect_name}} ,

In our last meeting, you talked about {{blog_subject}}, and I understood that you have a deep interest in it.

Our company's publishing team came up with a new blog on {{blog_subject}} [{{link}}](#). I immediately thought of you. Please have a look at it and share your thoughts about it. We can discuss things further.

Can I call you sometime soon? Do let me know.

Regards,

{{your_name}}

Following up after a follow-up email

Template 35

Subject Line: Some things you might want to know about {{company_name}}

Hi {{prospect_name}} ,

I emailed you a few days back regarding {{company_name}} and how {{product}} can fit into your firm's needs.

You might not be aware that our clients can report a 50% increase in revenue with {{product}}? There is complete training with a 20% discount.

In case you want to hear more about {{product}}, kindly let me know. I would be happy to help.

Looking forward to your reply.

{{Your_name}}

Template 36

Subject line: Hoping to connect with you

Hi {{prospect_name}},

I am sorry about not being able to connect with you recently. In our last conversation, you were pretty interested in {{Product}}

I understand that you're very busy, so I'd be happy to schedule a call when it is convenient for you.

Thank you.

{{Your name}}

Template 37

Subject line: Here's a gift for you

Hi {{prospect_name}} ,

I understand that you're busy managing your team. I had emailed you with the information of {{product}} a few days back, and I feel that this is the right time to get in touch with you for a demo.

You can find a few guest logins to access {{product}} and see how well it works in addressing your {{pain_point}}. Do share them with your colleagues, too, and let me know about your experience with {{product or service}}

Please let me know if you can meet anytime this week.

{{your_name}}

Template 38

Subject line: A few ideas for you

Hi {{prospect_name}} ,

Your firm can be dealing with {{pain_point}}, so I thought that I should share a few tips to help you out.

{{ideas}}

I have some more ideas to improve the situation. Kindly let me know if you are interested to know about them.

Regards,

{{your_name}}

Breakup email

Template 39

Hi {{prospect_name}},

I have tried to reach out to you multiple times in the last 3 months. Maybe you are not interested and that is alright with me.

Maybe the timing is not right, and I will be happy to get back to you in a few weeks. If someone kidnapped you, please let me know to come to rescue you.

I won't follow up any further, but you can keep my details with you to get in touch with me if you need my services.

Thanks & Regards,

{{Your_name}}

Template 40

Hi {{name_prospect}},

I am clearing out my sales pipeline, and I thought it is important to inform you that your file is on the delete list.

In case you are not interested, can I please close your file? If you still have interest in {{product/service}}, please let me know what the next step should be.

Thanks & Regards,

{{Your_name}}

Template 41

Hi {{prospect_name}},

I am sorry for bombarding your inbox, but I have been trying to reach out to you repeatedly with no success. I guess you are not the right person to talk about {{topic}}. Would you please direct me towards the concerned person?

And I won't bother you after this email.

Thanks & Regards,

{{Your_name}}

Template 42

Subject line: Is this the end?

Hi {{prospect_name}} ,

I have tried to reach you many times in the last few months, but I have not been successful in my endeavor.

I feel that:

You are not interested. If so, there is no problem. It is fine

I am contacting you at the wrong time. In that case, I will be happy to reach out to you after a couple of weeks or months.

Someone abducted you!

I will not reach out to you again, but if you change your mind, please contact me on {{phone_number}}

{{Your_name}}

Template 43

Subject line: Can I close the file?

Hi {{prospect_name}},

I have to clear out the sales pipeline, and I feel that I should let you know that you are on my delete list. In case you are not interested, can I close your file? If you have even a slight interest still, how should we proceed further?

Thanks,

{{your_name}}

Template 44

Subject line: {{prospect_name}} I would love to know your feedback

Hi {{prospect_name}} ,

This is my last attempt to get in touch with you. However, I would like to get feedback from you regarding {{product}}. As you have used the free trial, you can tell us what improvements we need to make.

Can I please know the reason for not connecting with our company?

Regards,

{{your_name}}

Template 45

Subject line: Thanks from {{company_name}}

Hi {{prospect_name}},

I wanted to write to you one last time in connection with {{product}}.

If I don't get a reply from you, I will assume that you don't have any interest in what my company has to offer and I won't bother you again.

If you want my assistance at any point in time, please reply to this email, and I will be glad to assist you.

{{Your_name}}

Follow up after a webinar or an event

Template 46

Hi {{prospect's_name}},

Yesterday, you attended my webinar about 'Best ways to drive more sales'. Did you find it useful? Were you able to learn something new? Please let me know your feedback.

I also took a look at your company's website, and I thought it would be nice to share some articles with you,

Here they are – {{Link_to_articles}}

It would be great if you connect with me on LinkedIn {{LinkedIn_profile_link}}

I am looking forward to hearing from you.

Thanks & Regards,

{{Your_name}}

Template 47

Hi {{prospect's_name}},

It was good to see you at the {{event}} yesterday and talk about {{mention_what_you_discussed}} I found your thoughts on it very insightful. I told you about {{your product/service}} and how it can help resolve {{prospect's_problem}}.

It would be great if we could take the discussion ahead. Will you be available for a 10-minute call this Wednesday?

I am looking forward to hearing from you.

Thanks & Regards,

{{Your_name}}