

My Personal Email Templates For Outstanding Followup

Here are three of my own template emails for you to use to follow up with your respects. These emails have helped me close on sales, retain loyal customers, provide ongoing value and introduce clients to 'upsells' and higher ticket products. Customize them and prosper!

Email Template #1:

First email: sent immediately

Purpose: Gratitude/relationship building

Dear name,

Thank you for taking the time to meet with me yesterday to discuss your _____. I'm confident that our product will be the solution to the challenge you have been facing.

Please do not hesitate to contact me to answer any of your questions. I am at your service and can be reached at xxx-xxx-xxxx anytime from Monday through Friday from 8 – 5.

Sincerely,

Your name

Email Template #2

Second email: Send 5 days later

Purpose: Customer retention

Dear name,

It has been nearly a week since you have had the ability to use our product _____ to overcome the _____ you had been facing. We are so pleased to have you as a customer and want to be sure we have met every aspect of providing you outstanding service.

Please call me directly at xxx-xxxx-xxxx, if you have any questions or concerns. I'll be here to personally assist you.

Sincerely,

Your name

Email Template #3

Third email: Sent 10 days after last email

Purpose: Provide value and upsell

Dear name,

It has been a few weeks since we have solved your problem/challenge/need by introducing you to our product _____. Since we last spoke, there has been a new addition to our product line, with a product that will also _____ thus further assisting you in your needs. If you are interested in learning more, please call me directly, to explain this new and exciting development to help you.

Sincerely,

Your name