

Simply copy & paste these into Close.io to create 8 email templates for every step of the sales cycle. If you don't already have a Close.io account, [get started now for free](#).

1. Intro sales email template

Subject: {{lead.display_name}} + {{organization.name}}

Hi {{contact.first_name}},

My name is {{user.first_name}} with {{organization.name}}.

We help law firms store & manage all of their client data securely in the cloud. I wanted to learn how you handle data storage at {{lead.display_name}} and show you what we're working on.

Are you available for a quick call tomorrow afternoon?

2. The follow-up email

Subject: {{organization.name}} Follow Up

Hi {{contact.first_name}},

Friendly follow up.

I wanted to show you how {{organization.name}} can help you [THAT THING YOUR PRODUCT/SERVICE HELPS YOU WITH]. Do you have a few minutes for a quick call later this week?:

- Wed @ 11AM PST
- Thur @ 2PM PST
- Fri @ 3PM PST

Cheers,

{{user.first_name}}

3. The quick feedback email

Subject: Quick feedback?

Hi {{contact.first_name}},

Hope all is well.

We just launched [X NEW FEATURE]. Here's more information about it: [LINK TO NEW FEATURE]

Do you think it will help you [THE BENEFIT: SAVE TIME/SAVE MONEY/MAKE MORE MONEY/REDUCE PAIN] with [SPECIFIC THING THAT THEY DO]?

Cheers,

{{user.first_name}}

4. Following up with a lost opportunity

Subject: Quick {{organization.name}} update

Hi {{contact.first_name}},

Hope all is well.

Last time we spoke, you didn't think {{organization.name}} was a good fit because [REASON WHY THEY DIDN'T CLOSE].

The good news is that we now [NEW FEATURE OR SERVICE THAT ADDRESSES THEIR CONCERN]. Based on our past conversations, I think we're in a better position to [HELP WITH WHATEVER YOUR PRODUCT DOES].

Cheers,

{{user.first_name}}

5. Follow up with an opportunity that disappeared on you

Subject: Are we still moving forward?

Hi {{contact.first_name}},

Friendly check in.

Last time we spoke, we said that we were [NEXT STEP IN THE SALES PROCESS].

How can I help move things forward?

Cheers,

{{user.first_name}}

6. The “I just called” email

Subject: Today’s Call

Hi {{contact.first_name}},

I just tried giving you a call.

Do you have a few minutes to catch up later this week?:

- Wed @ 11AM PST
- Thur @ 2PM PST
- Fri @ 3PM PST

Cheers,

{{user.first_name}}

7. The “what else do we need?” email

Subject: What else do we need?

Hi {{contact.first_name}},

Hope all is well.

When we first spoke, you said that we need to:

- [OBJECTION A]
- [OBJECTION B]
- [OBJECTION C]

Do you think we’ve done those things? What else do we need to move forward this week?

Cheers,

{{user.first_name}}

8. Asking for the close

Subject: Let's get started

Hi {{contact.first_name}},

We're all set. Here's what I'll need from you to get you set up:

- Onboarding Item 1
- Onboarding Item 2
- Onboarding Item 3

Do any of these times work for a set up call? Feel free to include your team:

- Wed @ 11AM PST
- Thur @ 2PM PST
- Fri @ 3PM PST

Cheers,

{{user.first_name}}